Board Reports
## 2014 Board Calendar of Work

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategic/Policy</th>
<th>Routine</th>
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| January 8     | • 2014 Board Calendar of Work  
• 2014 Operational Changes for Efficiencies and Savings  
• Succession Planning - Essential Competencies Needed for Executive Position | • Monthly Dashboard  
• Monthly Financial Statement  
• 2014 Legislative Day  
• STAR Libraries  
• Tehaleh (Newland Communities) |
| January 24 - 28 | **American Library Association (ALA) Mid-Winter Conference, Philadelphia PA**       | • Monthly Dashboard  
• Monthly Financial Statement  
• 2014 Legislation Related to Libraries  
• 2014 Pierce County Library Foundation Agreement |
| February 12   | • Technology Plan Update  
• Internet Policy  
• Collection Budget  
• Self-Service Lobby  
• Customer Surveys | • Monthly Dashboard  
• Monthly Financial Statement  
• 2014 Legislative Day  
• 2014 Pierce County Library Foundation Agreement |
| March 11 - 15 | **Public Library Association (PLA) Conference, Indianapolis IN**                     | • Monthly Dashboard  
• Monthly Financial Statement  
• PC Reads |
| March 19      | **Meeting canceled due to lack of quorum**                                        | • Monthly Dashboard  
• Monthly Financial Statement  
• PC Reads |
| March 19      | **Metropolitan King County Library Joint Boards Meeting**                           | • Monthly Dashboard  
• Monthly Financial Statement  
• PC Reads |
| April 9       | • Access Policy  
• Board Self-Evaluation  
• 2013 Reciprocal Borrowing Report  
• Emergency Capital Project: Diesel Generator  
• Technology Plan Update  
• Executive Director Search Firm  
• Facilities Master Plan Overview | • Monthly Dashboard  
• Monthly Financial Report |
| April 30 - May 2 | **Oregon Library Association/Washington Library Association (OLA/WLA) Conference, Wenatchee WA** | • Monthly Dashboard  
• Monthly Financial Report  
• ULC Innovations Initiative  
• IRS Tax Form 990  
• Summer Reading Program  
• WLA Attendance |
| May 14        | • 2013 Year-End Financial Review  
• Re-appointment of Donna Albers  
• South Hill Library Project  
• Facilities Master Plan Next Steps | • Monthly Dashboard  
• Monthly Financial Report  
• ULC Innovations Initiative  
• IRS Tax Form 990  
• Summer Reading Program  
• WLA Attendance |
| June 11       | • 2013 Capital Projects – Year End Report  
• 2014 Mid-Year Budget Process  
• Metrics in 2014 Budget  
• Scout Introduction  
• Maker Movement  
• Wellness Program  
  a) Resolution  
  b) Policy | • Monthly Dashboard  
• Monthly Financial Report  
• PC Reads Final Report  
• Our Own Expressions |
| June 26 - July 1 | **American Library Association (ALA) Annual Conference, Las Vegas NV**             | • Monthly Dashboard  
• Monthly Financial Report |
| July 9        | • 2014 Mid-Year Budget Adjustment:  
  • Operating Budget  
  • Capital Improvement Plan  
• Leadership Competencies  
• Science to Go  
• Annual Branch Service Plans  
• Circulation Decline | • Monthly Dashboard  
• Monthly Financial Report |
<table>
<thead>
<tr>
<th>Date</th>
<th>Strategic/Policy</th>
<th>Routine</th>
</tr>
</thead>
</table>
| August 13| • Meeting Room Policy Review  
• Self-Service Lobby Plan  
• 3D Printing at Gig Harbor Library | • Monthly Dashboard  
• Monthly Financial Report  
• IRS Tax Form 990 Final Review |
| September 10 | • 2015 Budget: Budget Calendar and Process  
• 2015 CPIU  
• Key Center iPad Project  
• Leadership Competencies | • Monthly Dashboard  
• Monthly Financial Report  
• Library Card Campaign |
| October 15 | • Review of Regular 2015 Draft Revenue and Expenditures  
• 2015 pre certification of Property Tax Levy  
• IPD for 2014 Property Tax Levy  
• 2015 – 2019 Cash Flow | • Monthly Dashboard  
• Monthly Financial Statement  
• Set 2015 Board Meeting Schedule  
• Director Evaluation: Review Procedures |
| November 12 | • First Public Hearing Regarding 2015 Budget  
• Review of Draft 2015 Budget and Capital Improvement Plan  
• Review And Approval To Certify Property Taxes To Be Levied For Collection in 2015  
• Review Of Regular 2015 Capital Improvement Budget And 2015 Capital Improvement Plan | • Monthly Dashboard  
• Monthly Financial Report  
• Resolution: Schedule of Recurring Meetings  
• Pierce County Library Foundation Annual Report |
| December 10 | • Second Public Hearing Regarding 2015 Budget  
• Resolution to transfer a portion of the fund balance of the general fund to the capital improvement fund  
• Resolution to Adopt 2015 Budget  
• Resolution to Adopt 2015 Capital Improvement Fund Budget  
• Motion to certify property taxes to be levied for collection in 2015 (if needed)  
• Resolution to set 2015 wages for non-represented staff  
• 2015 Election of Officers  
• Negotiate 2015 Executive Director Agreement | • Monthly Dashboard  
• Monthly Financial Report  
• Resolution: Cancellation of unredeemed warrants  
• 2015 Insurance Renewal |
Library Activities

- Thank you ad for PC READS community partners and sponsors
- Steilacoom Library presents: Life Downstairs at Downton Abbey on May 7
- Business demographics help in free workshop at Pierce County Library
- Bullying discussion with author Gus Lee at DuPont Library on May 29
- Students earn honors in library art, writing contest
- GH library will be closed for construction improvements
- Emergency Food Network credits Pierce County Library System
- Pierce County Library offers free classes
- Libraries have technology classes
- Officials visit library for talk about volcanoes
- Graham Library hosts tips on vegetable gardening
Virtual Career Event
April 25-May 9

Hello! Jobseeker
Opportunities are waiting for you!

Choose the categories you're looking for
View the employers and positions
Apply to employers you select

Click www.virtualcareererevent.com/newstribune April 25-May 9

The News Tribune [thenewstribune.com]
Steilacoom Library presents: Life Downstairs at Downton Abbey on May 7
May 5, 2014 | South Puget Sound News

Actress and historian Tames Alan – in costume – will give insights into the life and work of servants in a late-Victorian house such as Downton Abbey at a Steilacoom Pierce County Library event on Wednesday, May 7 at 7 p.m.

Tames Alan is an actress, historian, and fashion history teacher who has combined her skills to create Living History Lectures for people of all ages. Since 1986, she has been touring her programs throughout the United States and Canada, where she is known for her in-depth research and lively presentational style.

This free event is sponsored by the Friends of the Libraries. The Steilacoom Pierce County Library is located at 2950 Steilacoom Blvd., Steilacoom, WA 98388.
Business demographics help in free workshops at Pierce County Library

Business, Events May 16, 2014 News Room07 | South Puget Sound News

The Pierce County Library is offering a free workshop that focuses on demographics as it pertains to running a business.

Attend a free workshop for in-person expert help in how to build a successful business based on the comprehensive information source DemographicsNow.

There are two locations for this free workshop, scheduled for May 29.

Get Your Business Started: Thursday, May 29, 1 – 3 p.m.

Thinking about a business venture? With DemographicsNow, understand the target industry, identify a location and create a solid business plan.

Processing and Administrative Center, 3005 112th St. E., Tacoma

Grow Your Business: Thursday, May 29, 8 – 10 a.m.

Stuck in a rut? DemographicsNow helps boost sales, target advertising and understand customers.

University Place Pierce County Library, 3609 Market Place W., Suite 100

“A clear view of demographics is essential to succeed in starting a business,” said Sharon Barber, Director of Economic Development for Metropolitan Development Council. “All our successful clients began their planning with help from library staff to navigate the many library resources and tools.”

With DemographicsNow, entrepreneurs find data for all U.S. geographies and addresses, including maps, reports, radius reports, current year estimates, five-year projections and U.S. census data. The information they gain helps assess business viability, create sales leads and marketing mailing lists, complete location analyses and business plans, analyze population trends, find potential sponsors and donors and much more.

Register at a Pierce County Library or online.
Join author Gus Lee for a discussion on bullying and its impact in school and the community at 7 p.m. on May 29 at DuPont Pierce County Library. This free event is sponsored by Friends of the DuPont Library.

Lee was bullied as a kid and has written five best-selling books, including “China Boy,” an American Library Association Top 50 book and the community’s common read in San Francisco and Colorado Springs.

He is a nationally-recognized ethicist and leadership consultant. His career includes serving as an Infantry and JAG officer, corporate chief operating officer, deputy attorney general and deputy district attorney. He recently completed tenure as the Chair of Character Development at the United States Military Academy at West Point, where he was mentored by H. Norman Schwarzkopf.

DuPont Pierce County Library is located at 1540 Wilmington Drive.
Students earn honors in library art, writing contest

Gig Harbor Life staff report
Thursday, May 22, 2014

Teenage artists and writers demonstrated their creative skills through original poetry, short story, drawing and photography in Pierce County Library System’s 18th annual teen writing and art contest called “Our Own Expressions.” Thirty-six winners were chosen from the nearly 1,000 entries submitted, and winners included several Gig Harbor area students. See the winning work at a free public event at 7 p.m., Wednesday, May 28 at Pacific Lutheran University’s Lagerquist Concert Hall.

The library started the contest in 1997 to foster literary expression and creativity in youth. Our Own Expressions is one of the few free, local arts and literature opportunities for young writers and artists to receive public recognition, publication and cash prizes for their work.

Winners received cash prizes from the Pierce County Library Foundation: first place: $100, second place: $75 and third place: $50. Judging the contest were: poet Patrick Flores-Scott, author Randall Platt, photographer Dane Gregory Meyer and artist Mary Smith.

Poetry

Grades 7-8: first — Emily Saletan, University Place; second — Taija PerryCook, Gig Harbor; third — Michelle Smith, Tacoma

Grades 9-10: first — Fiona Macdonald, Gig Harbor; second — Myles Moulton, Bremerton; third — Claudia Speakes, Edgewood

Grades 11-12: first — Claire Summa, Gig Harbor; second — Matthew Pfefferle, Tacoma; third — Christine Lyro, Tacoma

Short Story

Grades 7-8: first — Emma Beha, Spanaway; second — Keir Adamson, Gig Harbor; third — Gabby Trevino, Lakewood

Grades 9-10: first — Abbie Welch, Edgewood; second — Noah Peever, Tacoma; third — Karli Stevenson, Tacoma

Grades 11-12: first — Hana Jang, Tacoma; second — Jessi Pitts, Puyallup; third — Casey Morrison, Tacoma

Photography
Grades 7-8: first — Maddie Anderson, Gig Harbor; second — Taija PerryCook, Gig Harbor; third — Caileigh Gainey, Lakebay

Grades 9-10: first — Meg Low, Puyallup; second — Collin Walker, Puyallup; third — Savannah Bohl, Port Orchard

Grades 11-12: first — Kirsten Kennedy, Bonney Lake; second — Tiana Neuerburg, Puyallup; third — Lara Riekena, Spanaway

Drawing

Grades 7-8: first — Rosalie Roscoe, Gig Harbor; second — Celine Conkle, Bonney Lake; third — Trevor Kvinsland, Gig Harbor

Grades 9-10: first — Bao Nguyen, Tacoma; second — Abbie Welch, Edgewood; third — Nani Woodard, Tacoma

Grades 11-12: first — Chelsie Conroy, Bonney Lake; second — Hanbi Hyon, Lakewood; third — Cole Maurmann, Wauna
GH library will be closed for construction improvements

Gig Harbor Life staff report

Wednesday, May 14, 2014

Gig Harbor Pierce County Library, located at 4424 Point Fosdick Drive NW, will be closed May 19 to June 1 for restroom improvements. During this time, the library’s meeting room will be open limited hours so people can pick up books and other materials they have placed on hold.

Limited computer access also will be available during these hours:

• Monday–Thursday, 10 a.m. to 7 p.m.
• Friday, 10 a.m. to 6 p.m.
• Saturday, 10 a.m. to 5 p.m.
• Sunday, 1 to 5 p.m.

During the closure, customers may change their holds pickup location to another library such as Key Center Library, 8905 KPN or University Place Library, 3609 Market Place W.

All of the county library branches will be closed on Monday, May 26, to observe the Memorial Day holiday. During the holiday closure, people may continue to access free services from the online library at downloadable e-books, audiobooks, songs, movies and magazines and e-sources with subscription magazines such as Consumer Reports, Morningstar Investment Research Center, car repair manuals and more.

All branches (except for the Gig Harbor Library) will reopen at regular hours on Tuesday, May 27.
Emergency Food Network credits Pierce County Library System

Emergency Food Network, the hub of Pierce County's emergency food system, presented the Silver Spoon Award to the Pierce County Library System.

The library's annual Pierce County READS Food Drive consistently collects thousands of pounds of food at multiple locations for the emergency food system. Helen McGovern-Pilant, executive director for EFN, presented the award to Neel Parikh, library system executive director, at a breakfast April 16.

Pierce County Library offers free classes

Spring into technology with free classes at Pierce County Library. Sign up for a class on a specific topic or drop in for a help session.

Master mobile devices: Make the most of iPads and other tablets and access downloadable music, movies, and magazines.

Download e-books to a Nook, Kindle, or other e-reader and e-audiobooks to an MP3 player.

Wander the Web: Be smart and safe on Facebook, Pinterest, and more on the Internet.

Launch library resources: Discover the wonders of 3D printing, start and grow a business, explore genealogy, create a perfect trip and find the value of antiques and collectibles. Also choose from 250 self-paced technology courses with Microsoft IT Academy and 500 continuing education classes through Universal Class.

Conquer computer challenges: Cover basic skills, connect with email, get started in PowerPoint and Publisher, and progress through beginning and intermediate Excel and Word.

Registration might be required. Register for classes at a Pierce County Library or piercecountylibrary.org/calendar.
LIBRARIES HAVE TECHNOLOGY CLASSES

Free classes on technology devices are being offered this spring at Pierce County Library branches. The subjects include:
- Master mobile devices. Make the most of iPads and other tablets and access downloadable music, movies and magazines. Download e-books to a Nook, Kindle or other e-reader and e-audiobooks to an MP3 player.
- The web. Be smart and safe on Facebook, Pinterest and more on the Internet.
- Library resources. Discover the wonders of 3D printing, start and grow a business, explore genealogy, create a perfect trip and find the value of antiques and collectibles. Also choose from 250 self-paced technology courses with Microsoft IT Academy and 500 continuing education classes through Universal Class.

Computers in general. Cover basic skills, email, get started in PowerPoint and Publisher, and progress through beginning and intermediate Excel and Word.

Registration, which may be required for some classes, is available at a Pierce County Library branch or www.piercecountylibrary.org/calendar

OFFICIALS VISIT LIBRARY FOR TALK ABOUT VOLCANOES

Stories from a volcano-devastated South American town that could save lives around Mount Rainier will be shared at the South Hill branch of Pierce County Library.

Carolyn Driedger, a hydrologist and outreach coordinator with the U.S. Geological Survey’s Cascades Volcano Observatory, and Orting Valley Fire and Rescue chief Zane Gibson will talk May 15 at 7 p.m. about their visit to Colombia’s Nevado del Ruiz volcano. Their presentation will include lessons for people who live in the path of potential eruptions by Mount Rainier, according to library officials.

The library is at 15420 Meridian E. Colombia suffered one of the worst volcanic disasters of the 20th century in 1985. When ice-clad Nevado del Ruiz erupted, lahars destroyed communities, killing more than 23,000 people. The disaster had a profound effect on scientific and disaster management in Colombia and around the world, officials said.

Pierce County Department of Emergency Management Education Division is sponsoring the library event in observance of May as Volcano Awareness Month.
GRAHAM LIBRARY HOSTS TIPS ON VEGETABLE GARDENING

A free workshop on vegetable gardening will be offered May 31 from 2 to 3 p.m. at the Graham branch of Pierce County Library.

The program, presented by a Master Gardener, will include tips on natural pest control.

The library is at 9202 224th S. E.

The event is sponsored by Friends of the Graham Library.

LIBRARIES HAVE TECHNOLOGY CLASSES

Free classes on technology devices are being offered this spring at Pierce County Library branches. The subjects include:

- Master mobile devices. Make the most of iPads and other tablets and access downloadable music, movies and magazines. Download e-books to a Nook, Kindle or other reader and e-audiobooks to an MP3 player.
- The web. Be smart and safe on Facebook, Pinterest and more on the Internet.
- Library resources. Discover the wonders of 3D printing, start and grow a business, explore genealogy, create a perfect trip and find the value of antiques and collectibles. Also choose from 250 self-paced technology courses with Microsoft IT Academy and 500 continuing education classes through Universal Class.

Computers in general. Cover basic skills, e-mail, get started in PowerPoint and Publisher, and progress through beginning and intermediate Excel and Word.

Registration, which may be required for some classes, is available at a Pierce County Library branch or www.piercecountylibrary.org/calendar.
Communications

- Email from the manager of outreach services at St. Louis County Library who enjoyed and was moved by our StoryCorps segment that aired on NPR’s Morning Edition show on Friday, May 30, 2014.
- Email from a customer thanking and complimenting PCLS for its services.
- Thank you note from Helen McGovern-Pilant, Director of Emergency Food Network, for our participation in this year’s food drive.
From: Colleen Hall [mailto:chall@slcl.org]
Sent: Friday, May 30, 2014 8:52 AM
To: Pierce County Library Dir
Subject: For Storm Reyes

Dear Ms. Reyes,

I was so moved by your StoryCorps segment today. As the manager for Outreach Services (bookmobiles) at the St Louis County Library, it was beautiful to be reminded of the reason why we carry on. I so often get caught up in the administration of the service or the policies and procedures that it is easy to lose touch with the very real impact we have on people's lives.

Thank you so much for sharing.

Colleen Hall
Hello,

I wanted to write to you to say "thank you", and share my appreciation for this library system and its services. I have lived in several different states, and I must say that this is the best library system I have ever had the pleasure of encountering. The staff are always wonderful, and the programs you provide (especially for children) are just amazing. I especially wanted to thank you for the extra online services you provide your patrons with. I personally am extremely grateful for the Overdrive library access and the Universal Class service. These are wonderful things to have access to! This is such a fantastic library system, and I wanted to thank you and the rest of the library staff for all of your hard work.

Sincerely,

Stacy Appleby
Congratulations!

The Pierce County Library System Food Drive was a huge success with 2,753 pounds of food collected!

This equates to 28,365 meals now ready for distribution to hungry families and individuals in Pierce County.

May 5, 2014

Dear Pierce County Library System,

On behalf of everyone at Emergency Food Network (EFN), I would like to thank you for your generosity and hard work hosting a Food Drive.

Food Drives play an important role in helping EFN meet the needs of our hungry Pierce County neighbors. Each month in Pierce County there are more than 116,000 visits made to emergency meals sites by children, seniors and adults seeking help. Through the generosity of our community, EFN is able to distribute more than 15 million pounds of food annually. The food is distributed to the 67 food banks, hot meal sites, and shelters EFN serves.

Thank you for your commitment and dedication to be a part of the solution in helping to fight hunger in Pierce County.

If you have any questions or would like additional information about EFN, our events, or volunteer opportunities please contact us at (253) 594-1040.

Gratefully yours,

Helen McGovern-Pilant

No goods or services have been provided in consideration of this contribution.
Emergency Food Network Tax Identification Number: 94-3131778
Other Libraries

- How a public library set me free
- Washington State Library Microsoft IT Academy Free Courses
- Big Spender
How a public library set me free

By Richard Reyes-Gavilan, Published: May 16

My parents and two older brothers arrived in Queens from Cuba in 1967, squeezing into a one-bedroom apartment that got even more cramped when I showed up two years later. Suspicious of everyone and unable to communicate in English, my parents weren't about to let their kids roam unsupervised in the streets of their graffiti-strewn city. And since they both worked, we boys spent a lot of time at home making the best of our crowded quarters. School provided a welcome change of scenery, but that, too, was a somewhat constricting environment in which I was relegated to an uncomfortable chair in an overcrowded room for hours at a time.

The main public library on Merrick Boulevard was the first place I was allowed to visit on my own. I started going when I was 8. Everything I needed was located on what seemed to me an endless single floor. Wandering around that building aimlessly on a Saturday afternoon offered a sense of freedom I'd never experienced before.

Once my father dropped me off, it didn't really matter what I did so long as I could explore. I find it interesting that people today say that libraries are no longer about books; they weren't really about books for me back in the 1970s, either. It was more about being around other people who looked like they were being productive — flipping pages, scrolling through microfilm, making copies, impatiently waiting for items. All this was fascinating to me.

I felt a certain level of dignity and self-respect at the library. I'd wonder how others perceived me, and at some point it dawned upon me that no one ever looked at me twice. They must have thought that I, too, was being productive. Why else would I be there? What a great feeling! I was no more and no less important than anyone in that building. That didn't seem to be true anywhere else.

I didn't borrow many books from the library despite spending practically every Saturday of my childhood there. I certainly browsed through hundreds and hundreds of them during my walks around the building — sports, reptiles and the solar system were my favorite sections of the stacks. But I felt no great need to bring books home. We had no room for books in our apartment anyway. I felt like a poor kid when I read books at home. I felt like everyone else when I read books at the library.

I came to Washington from Brooklyn a little more than two months ago. I was drawn by a number of reasons, but the most important was the opportunity to participate in the redesign of the Martin Luther King Jr. Memorial Library. This landmark — the only public library, and only building in Washington, designed by Ludwig Mies van der Rohe — has fallen into disrepair and desperately needs modernization.

We recognize today that the focus of excellent library design should be to delight users, not to warehouse objects. This simple guiding principle creates boundless opportunities for architects and librarians to create inspirational centers of learning. In addition to providing shelves of books, libraries today must, at a minimum, provide those catalysts of curiosity that engage the mind and uplift the spirit: natural light, ubiquitous but
lately invisible technology and a variety of spaces flexibly designed for independent study or collaboration.

The renovated library will certainly represent the most important civic structure in the District designed primarily for the use and enjoyment of residents. Certainly it will attract its share of visitors to the nation’s capital as well. Regardless of who enters the new building, whether it be a retired tourist from Iowa or the son of poor immigrants from Cuba, we will ensure that it provides optimism, possibility, hope and, ultimately, happiness. Is there a better investment we can make in our city?

The writer is executive director of the D.C. Public Library.
More than 50 percent of today's jobs require some degree of technology skills, and experts say that percentage will increase to 77 percent in the next decade. You can stay ahead of the curve by connecting with more than 400 online courses from the Microsoft IT Academy – FREE!

Through local public, tribal, and community and technical college libraries across the state, Washington residents now have free access to a full range of courses covering everything from basic technology skills, Microsoft Office applications to server products and development tools. At your own pace, you can gain industry leading technology skills that can help you gain the experience you need to improve your employability and advance your career. Experts tell us that 80 percent of people only use 20 percent of the features in any software program. What if you could take a two-hour class without leaving the comfort of your own home or office, and increase your knowledge of Word, Excel, Access, or SharePoint by even 50 percent? Work smarter and more effectively with Microsoft IT Academy's free online courses.

Ready to get started? The training is online, so you can access it anytime, from anywhere you have a computer with an Internet connection. To get started, you will need to create a Microsoft account and then access the IT Academy from your local public library. Most libraries provide access through their website, complete with detailed instructions on how to get connected.

Find your local library by clicking here, and get started today!

"The first time I spent 20 minutes searching for the Out of Office Assistant in Outlook as I was trying to get out the door before my vacation, I was leaning toward taking the Outlook 2013 Essentials course. A month later when I had to hunt for it again, I was convinced. It's been time well spent," said Judy Pitchford of Mantis Graphix, a small Tumwater start-up, "I really liked that the courses were divided into really short segments, some of them only one or two minutes. I can log in knowing I only have five or ten minutes to spend with it, and still get something useful almost every time."

The courses are self-pacing, which means the site keeps track of where you left off every time. And there are practice exercises and assessments throughout so you can "test" your knowledge to make sure you're getting it.

Caryn Fosnaugh, Workforce Development Director at WorkForce Central in Tacoma sees clearly what a boost the online courses can be for the right person. "For my clients, many of whom are changing careers or have been unemployed more than 6 months, Microsoft certification is significant. It's a way to prove to hiring managers that they have the skills the employers are looking for." "Plus," she adds, "That Microsoft logo on a resume really catches the eye."

"The best thing is, they can print course completion certificates for each of the courses when they finish and take them to the interview. It not only shows that the candidate has the skills and can prove it, but the fact that he or she took the courses on their own demonstrates good time management skills and a commitment to lifelong learning. They know the importance of keeping..."
their skills current, to not only get the interview, but get the job.” Adds Fosnaugh, “If there’s one thing this recession has taught business, it’s the importance of hiring people who are willing to learn and adapt to new ideas. Employees willing to take the initiative professionally to stay competitive build companies who do the same for their marketplace. Who wouldn’t hire someone like that?”

Tamara Georgick, the technology manager at the Washington State Historical Society was excited to hear about the free courses. Georgick worked with State Library staff to create a customized learning plan for her staff just as she was upgrading their computers from Office 2007 to 2013 and from Vista to Windows 7. “We added the courses for the Office software they use the most, Word, Outlook, and Excel. Staff were happy to have the opportunity to take additional courses, such as PowerPoint and Access as needed. It’s saved our agency thousands of dollars because the training was free. Because the videos are divided into short clips, staff can view them without a huge time commitment all at once, so it doesn’t negatively affect their productivity. It is nice to offer self-paced training to give people tools to lessen the anxiety of introducing new software. Even experienced users have reported that they picked up new tips and tricks from watching the videos.”

Spread the word and tell us your story! This resource was funded by the State Legislature for all Washingtonians, and is supported by the Washington State Library (a division of the Office of the Secretary of State), and local Washington libraries. The State Library is collecting stories from people who use the IT Academy resources to improve their job or life skills. You could be featured in the news or on the State Library’s blog or Facebook page! Send your stories and feedback to Elizabeth Iaukea, the State Library’s Microsoft IT Academy project manager at elizabeth.iaukea@sos.wa.gov.
Meredith Schwartz

Collection development starts with the budget. In Cuyahoga County, OH, that means the library’s executive team, led by Director Sari Feldman, and administrative team, led by Deputy Director Tracy Strobel, sit down and crunch the numbers. Once Wendy Bartlett, collection development manager, gets the resulting figure—some $8.5 million this year—she must divvy it up into all the various subjects, genres, and formats necessary to serve best the library system’s 28 branches and 884,035 cardholders—and maximize circulation of its materials, which reached 20,613,810 in 2012.

The first allocation is simple. “Our most popular items are fiction books, nonfiction books, DVDs, and kids’ books: the big four,” Bartlett tells LJ. “I stick a million dollars in each of those, and that is the backbone of the budget.” Another million goes into alternate formats, which include magazines and large print. Bartlett has a selector for each of those categories, so each manages the same amount of spending—except for Bartlett herself, who handles not only fiction but also most of the library’s $2 million dedicated to electronic materials (though other selectors help with certain categories, such as online movies).

Read, watch, listen, and play

This year, Cuyahoga held a collection summit to fine-tune its collection development strategy, attended by not only the executive director, deputy director, technical services director, and Bartlett but also her children’s selector, three branch managers, and three branch librarians. “We all just sat there and said what were our priorities, where do we want the money to go?” explains Bartlett.

For more on how collection development librarians select and purchase today, see "Getting Data Right"
The consensus the summit reached was this: "We want to make sure we’re maximizing our new e-customers because the only increases we’re seeing are in ebook and e-audio; everything else is flat or in a slight decline. This is a powerful new customer; we’re superexcited about it."

At that meeting, Strobel started something new. Instead of looking at the library’s collection as divided into print, electronic, and AV materials, now it is classified as “read, watch, listen, and play,” the latter including everything from toys to video games (see Table 3, below). “I just thought it was brilliant,” says Bartlett, since it refocused the staff on an items’ use by patrons rather than fussing about differentiating among ever-evolving format types.

Bartlett felt the summit was important not only because of its concrete policy changes but because “I came away from that meeting feeling really great about all us all being on the same page. We had such a good time, we’re going to do it every year,” she continues.

Also new as a result of the summit is the decision to spread the library’s holds ratio more equitably (see Table 1, below). "We used to do a real tight 2:1 holds ratio on fiction, but the collection summit felt we should spread that out so now it is 5:1 in all formats,” Bartlett says. “I was so excited when [Strobel] came up with this collection summit idea, because here I am going on marching orders from four years ago, doing 2:1 ratios, going broke.” The only exceptions to the new policy are hot fiction (3:1), "cold" DVDs and TV shows (10:1), and Blu-ray and games (12:1). "Wouldn’t I just love to have those DVDs and TV shows at 5:1, but I can’t afford it. I know it’s our most popular thing."

Changing categories

Some categories that used to take up a solid chunk of Cuyahoga’s materials budget have themselves been weeded. The library hardly buys any serials any more, bar a couple of building codes, and purchases no print reference at all. Standing orders, once more common, are now used just for Harlequins. The system has eighty-sixed Cliff Notes and CD-ROMs and, finally, “just killed all the VHS catalog records after the beginning of the year,” Bartlett says. “We wanted to make certain the circ was as bad as we thought, and it was.”

### TABLE 1: Revised Holds Ratios

<table>
<thead>
<tr>
<th>ITEM</th>
<th>New Ratio</th>
<th>Old Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Fiction</td>
<td>3:01</td>
<td>2:01</td>
</tr>
<tr>
<td>Cold Fiction</td>
<td>5:01</td>
<td>2:01</td>
</tr>
<tr>
<td>Super Hot Nonfiction</td>
<td>3:01</td>
<td>3:01</td>
</tr>
<tr>
<td>Cold Nonfiction</td>
<td>5:01</td>
<td>3:01</td>
</tr>
<tr>
<td>Ebooks, E-audio</td>
<td>5:01</td>
<td>5:01</td>
</tr>
<tr>
<td>Large Print</td>
<td>5:01</td>
<td>5:01</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>5:01</td>
<td>5:01</td>
</tr>
<tr>
<td>Playaway</td>
<td>5:01</td>
<td>5:01</td>
</tr>
<tr>
<td>Music CD</td>
<td>5:01</td>
<td>5:01</td>
</tr>
<tr>
<td>Hot DVD</td>
<td>5:01</td>
<td>6:01</td>
</tr>
<tr>
<td>Cold DVD</td>
<td>10:01</td>
<td>8:01</td>
</tr>
<tr>
<td>TV shows</td>
<td>10:01</td>
<td>12:01</td>
</tr>
<tr>
<td>Blu-ray, Games</td>
<td>12:01</td>
<td>12:01</td>
</tr>
</tbody>
</table>

SOURCE: Cuyahoga County public library
But, of course, as some categories dwindle, others arise to take their place. Electronic resources are growing, says Bartlett, including streaming audio from hoopla and video from OverDrive (e-audiobooks for youth are particularly gaining in popularity), Zinio for magazines, and an assortment of nontraditional offerings that are more interactive than standard databases.

Still buying by hand

Bartlett doesn’t rely on many of the alternatives to hand-buying that are available to libraries these days; Cuyahoga doesn’t lease books, nor does it use patron-driven acquisition—because, Bartlett explains, about 75 percent of patron requests turn out to be already available via either the collection or the OhioLINK consortium. Of the remainder, “I buy 99 percent…it is closer to 90 percent in TV shows because we just don’t have the budget.”

Bartlett uses carts of materials assembled and supplied by vendors, but she urges her selectors not to wait for them. “Our goal is, by the time the [Baker & Taylor] cart shows up every other week that we have bought almost everything” in it. “The cart is your safety net to run a duplicate check that you haven’t missed anything,” she explains.

“We’re really aggressive,” Bartlett adds, “Sometimes I’ve called up B&T and said, ‘Anne Rice just announced she’s doing another Vampire Lestat; can you get it in B&T?’ and by the middle of next week, by God, they do.”

Because Cuyahoga floats its collections, no matter where a book starts out, if patrons want it, staff call it in, and it is returned to the patrons’ local branch. Floating “really pinpoints those funny little microtrends that we can capture,” Bartlett says, such as seeing that all the Tuscany travel books are checked out. “That’s a huge help to us.” Sometimes, she says, the collection development department can spot these trends even before the busy branch staff do.

**TABLE 2: 2014 Cuyahoga County Materials Budget**

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonfiction</td>
<td>$1,050,000</td>
</tr>
<tr>
<td>Standing Orders</td>
<td>75,000</td>
</tr>
<tr>
<td>Fiction</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Newspapers</td>
<td>40,000</td>
</tr>
<tr>
<td>Serials</td>
<td>40,000</td>
</tr>
<tr>
<td>Periodicals/Magazines</td>
<td>125,000</td>
</tr>
<tr>
<td>Large Print</td>
<td>275,000</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>400,000</td>
</tr>
<tr>
<td>Playaways</td>
<td>100,000</td>
</tr>
<tr>
<td>Music CDs</td>
<td>200,000</td>
</tr>
<tr>
<td>Blu-ray</td>
<td>75,000</td>
</tr>
<tr>
<td>DVDs</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Media Box DVDs</td>
<td>13,880</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$4,693,880</strong></td>
</tr>
</tbody>
</table>
Of the next generation of data tools for collection optimization, Cuyahoga is exploring the options. “We tried collectionHQ for six months, ran it, tested, and played with it, and it did not work well for us,” Bartlett says, “because some of its big selling points that work fabulously for other people [such as helping figure out which titles and quantities should be allocated to each branch] don’t apply to floating collections, and we were very lean and mean in weeding already.” The library is now exploring the adoption of Decision Maker from Innovative Interfaces, Inc.

Selecting style

Within her categories, Bartlett does not break down her budget into rigid subgenre budget lines. “Our biggest is thriller, then mystery, followed very closely by romance and inspirational, but I don’t have a separate item for each; we just buy as we go and cross our fingers that we have enough for everybody, and it always seems to work out,” she explains. “I look at what I spent last year and see if I ended up moving funds because I didn’t have enough.”

“I am always looking for frontlist,” Bartlett says of her process. “I mostly break it out by publisher because I came from the book business.” (She was regional manager for Borders stores before she switched to libraryland because she was traveling too much.) “I really rely on just knowing the publishers, the imprints, and the editors—if it is from Amy Einhorn or Pamela Dorman [both Penguin imprints], I’m all over it.” Since she no longer gets many publisher catalogs, Bartlett and her team do a lot of searching by publisher on vendor sites.

Bartlett’s schedule is so far ahead that she doesn’t always have many sources to rely on beyond her knowledge of the field: “I buy so far ahead in print, between Barbara Hoffert’s [Prepub Alert] column and my experience, I’m guessing,” she says of her buying decisions. But by the time the title is available in electronic format, the book’s been reviewed. “I don’t like that they don’t have it far ahead, but it’s good because it is more expensive” to buy the book in e-format, she explains, making it all the more important that she get the number of copies right.

In as much, of course, as that’s possible. “My boss likes to say ‘selection is part art and part science,’ and when it comes to how many to buy, it is mostly art, hair-on-the-back-of-your-neck stuff. I wish I had a more scientific answer,” Bartlett says, but “the worst thing you can do is buy by the numbers; it’s a mistake” to hew too closely to what customers have wanted before, without applying a judgment call based on the book itself. “Look at somebody like Jonathan Kellerman,” Bartlett offers the example. “The last three books, his fans take them, but [circulation is] not great. But the last book rose above that, so we had to buy more. You say, ‘It’s a Grisham but not a courtroom, I’m going to go a little lighter here. I can always buy more if holds are building.’ ”

Beyond reviews

Beyond reviews and editors’ track records, Bartlett relies on Twitter for book news—she particularly recommends a group of mystery authors called Jungle Red Writers—Early Word, especially for movie tie-in
news, and attending conferences such as BoucherCon and the RT Booklovers Convention. “I like to hang out where the writers are,” she explains. “Ninety percent of the people you meet aren’t ever going to make it, but the other ten percent you can latch onto before they get famous.”

That skill at picking what’s going to be big before it is obvious was her competitive advantage at Borders. “I tried to find that book that was going to pop before it pops,” she says. Bartlett’s still doing it in the library world: “I just had a branch [staffer] call and say why do I have 12 copies of this? And I said, ‘Because it’s going to be huge.’ ”

Once the titles are ordered, Bartlett’s job is not over: she also writes a blog called Hot Title Thursday designed to call out to branch staff such books, for instance Max Gladstone’s *Three Parts Dead*, which are not “in everyone’s face” as obvious best sellers but are “going to be a prize winner or beloved.”

Bartlett primarily relies on her own memory to coordinate buying the same title across print and electronic formats in fiction and doesn’t worry about coordinating her electronic nonfiction buying with her print nonfiction selectors because, she says, “We’re all sharing the same brain,” thanks to sharing not only a philosophy but knowledge of branch needs.

**TABLE 3: Cuyahoga Library’s Collection by Category**

<table>
<thead>
<tr>
<th></th>
<th># IN</th>
<th>% OF COLLECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>READ</td>
<td>2,024,461</td>
<td>67.31%</td>
</tr>
<tr>
<td>Watch</td>
<td>582,587</td>
<td>19.37%</td>
</tr>
<tr>
<td>Listen</td>
<td>392,378</td>
<td>13.05%</td>
</tr>
<tr>
<td>Play</td>
<td>7,795</td>
<td>0.26%</td>
</tr>
<tr>
<td>Other</td>
<td>609</td>
<td>0.02%</td>
</tr>
</tbody>
</table>

SOURCE: CUYAHOGA COUNTY PUBLIC LIBRARY

When ebooks with limited licenses expire, Bartlett looks at the circulation rather than renewing automatically. Backlist is treated much the same way. Thanks to OhioLINK and SearchOhio, Bartlett can “rely on our friends” for things like the middle of a midlist series when requested.

Independent measures

However, Cuyahoga makes sure not to rely on the consortia for too much. “We have a core collection,” Bartlett says. “We put a note in the 590 field for everything we want to make core, so we can run that report twice a year and see how many copies we have and leave them out of the weeding lists even if they didn’t circulate. About ten percent of my budget and time is invested in making sure I have collection integrity; you’re not going to walk in here and not find *Pride and Prejudice*.”

Her team enjoys the challenge of finding specialty items that are not available through library suppliers.

“Street fiction is a great example,” Bartlett says. “[My staff] don’t seem to have much of a problem finding it as long as they have a name and a phone number. The bigger challenge was Russian and Ukrainian books, which we are now getting from Eastview, and we’re really happy with them.”

“The only things we can’t get are things that they see on TV and can only get through the website,” Bartlett explains, or the occasional Kindle Single, but that doesn’t come up often, only about once every other month.

Get into the branches

Besides her bookselling background, Bartlett’s selection acumen has a simple basis: the branches. Branch librarians are polled via Survey Monkey to indicate low, medium, or high interest in each topic, which
But Bartlett doesn’t rely on surveys alone. “Your collection lives in the branches; get out of the office!” she advises. “There is no substitute for...talking, not just to your staff but your actual, honest to God customers,” she continues. “That will tell you more than anything you read, blog, or hear from a library publicist.”

It is particularly important because Cuyahoga’s branches are far from a one-size-fits-all audience. “What is fascinating about working in this particular library system is that we have 28 branches, and they are all extremely different,” Bartlett says. “I have four branches demanding to know why I don’t have something obscure that they heard about on NPR and others where customers have no time to leisure read. They may pick up something that was talked about in the sermon on Sunday—we [have] a lot of inspirational and religion titles—but mostly practical nonfiction in print; they don’t have an iPad.”

**TABLE 4: Cuyahoga Library’s Collection by Format**

<table>
<thead>
<tr>
<th>FORMATS</th>
<th># OF ITEMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>1,762,534</td>
</tr>
<tr>
<td>Ebook</td>
<td>174,527</td>
</tr>
<tr>
<td>Video</td>
<td>582,528</td>
</tr>
<tr>
<td>Recordings</td>
<td>363,454</td>
</tr>
<tr>
<td>Software</td>
<td>19</td>
</tr>
<tr>
<td>Other</td>
<td>8,385</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,891,447</strong></td>
</tr>
</tbody>
</table>

**SOURCE: CUYAHOGA COUNTY PUBLIC LIBRARY**

Bartlett and her selectors each sub 12 times a year in the branches. Even within the branch, some placements allow her to gather more collection development data than others. “I didn’t hear anything new on the reference desk that the staff didn’t tell me, so I switched to circulation so people will talk to me more and I will see the condition of the books.” The trend toward self-check, she says, hasn’t changed that. “We talk right over the self-check.”

**Looking forward**

In Bartlett’s view, “There has never been a more exciting time to be in collection development.” She cites the power of electronic resources not only to offer convenience to existing patrons but to bring “different blocks of customers” to the library, as well as the role of social media in allowing the library to interact with both patrons and staff more directly than ever before. While some might see the trend toward the library as community center as threatening the central role of the collection, that’s not how it looks to Bartlett. The “future of the library’s role in the community becomes more and more critical,” she says, “and as the library’s future goes, so goes collection development, even though the face of that collection may look very different than it did five years ago or will five years from now.” She concludes that the key is to keep looking ahead and not backward. “The ability to move fast and let go of formats that aren’t working and take chances on formats that may [be big] becomes the difference between mourning the collection development job as it used to look and enjoying the fabulous and fascinating ride that this job has morphed into being.”
What’s Happening

- Community center’s books found clean after “full” accounting by city
- Survey confirms stronger local economy
Community center's books found clean after 'full' accounting by city

By BRYNN GRIMLEY

Staff writer May 13, 2014

The city of Lakewood says it has no plans to re-examine the finances of the Tillicum community center after learning Monday that Karen Priest, the center's executive director, had been charged with crimes related to her personal finances.

The City Council voted last week not to give federal Community Development Block Grant money to the center for the first time in the organization's 14 years of operations. Council members have expressed concerns about the center's finances dating back three years, including inadequate financial management systems and improper reimbursement requests.

Then Monday, the city learned Priest had been charged in Pierce County Superior Court with first-degree theft, second-degree theft and two counts of false swearing related to her personal finances.

Lakewood City Manager John Caulfield said the city wasn't aware Tacoma police were investigating Priest until a News Tribune reporter told him about the charges Monday.

City officials said they have no reason to believe Priest's personal situation and the nonprofit center's finances are related.

"Unless we receive some information from a police department or something of that nature, we've gone through and done a very full accounting of (the community center's) books," said David Bugher, Lakewood's assistant city manager and community development director. "As far as the city is concerned, we were made whole."

Bugher has said the center, while not acting criminally, runs "tight to its margins."

Priest and the center's board of directors addressed the city's concerns from 2010-11, but other issues remain.

The biggest is the revocation of the center's nonprofit status by the IRS.

The IRS pulled the status in May 2012 after the center failed to file 990 tax forms for three consecutive years. Priest said she learned of the revocation for the first time May 5 when Lakewood Mayor Don Anderson announced it at a council meeting.

The center didn't file 990 forms because it was told it didn't need to after a change in the process, Priest said Monday. It is in the process of getting the status reinstated, she said.

Priest and board President Bill Hubbard also said they didn't know the center was delinquent in its property taxes until The News Tribune told them at the end of April the center owed $37,578 after failing to apply for a nonprofit tax exemption from 2012 to 2014. The center needs its nonprofit status reinstated to receive the exemption and have the unpaid taxes forgiven.

Janet Harper, secretary of the community center board, said Monday afternoon that the board continues to stand by Priest, who left work early Monday.
Community center's books found clean after 'full' accounting by city | Local Government | The N...

"The board of directors is taking charge of everything in our control until we determine if Karen will be returning," Harper said. "The staff that is there are capable of running the place on a daily basis."

Harper, who worked in the banking industry for 35 years, said she regularly reviews the center's books and believes they are secure.

The community center, at 14916 Washington Ave. SW, contains a food bank, meal site, clothing donation center, after-school programs, a branch of the Pierce County Library, community garden and a nutrition program for women and children.

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Today's Circulars

TOYS R' US USA
THIS WEEK ONLY

PETSMART USA
PREVIEW THE DEALS

FAMILY DOLLAR
VALID UNTIL MAY 27

RITE AID
THIS WEEK ONLY

View All Circulars

Email Newsletters >
Manage newsletter subscriptions
Tablets >
Apps and services for tablet devices
Mobile >
Apps and services for your mobile phone
Social Media >

5/19/2014
Survey confirms stronger local economy

May 16, 2014 - 02:54 PM
Business Examiner Blog

Washington small business owners are feeling better about the economic conditions here than those at the national level, according to results of the 2014 U.S. Bank Small Business Annual Survey.

The survey polled 3,173 small businesses in the 25 states where the bank does business, including 200 in Washington, each with $10 million or less in annual revenue.

For the first time in the survey’s five-year history, the majority (53 percent) said the Washington economy is in a recovery. They were significantly more likely than the national responders to describe their local economy as stronger than the national.

Washington small business owners’ favorable take on local economy is reflected in business conditions. Seven in ten (70 percent) described the financial health of their business as “good,” “very good” or “excellent.” Nearly three in four (74 percent) reported flat or higher revenue than last year. They attributed their optimistic sentiment to general business growth locally, lower unemployment and an uptick in demand.

Despite their strong sentiments, only 15 percent of Washington small business owners said they plan to add to staff in the next year, compared to 20 percent nationally, and 27 percent said they were likely to make a capital expenditure in the next year, compared to 29 percent nationally.

Concern about healthcare is not the top national issue for Washington small business owners in 2014, although the majority (54 percent) said that they believe the national health care reform law will be negative for their business in the long run, in line with the national averag. Instead, they named the federal budget as their top concern.

A full breakdown of the survey is available online, as well as local highlights.