

M E M O

Date: July 31, 2012

To: Board of Trustees, Pierce County Library System

From: Neel Parikh, Executive Director

Subject: Women of Influence Award

It is a great honor to receive the "Woman of Influence – Life Time Achievement Award" from the Business Examiner. I wanted to update you on the various activities connected with receiving the award.

The "Women of Influence" Event is scheduled for Tuesday, August 28, 5:00 – 8:00 pm at the Sharon McGavick Student Center in Lakewood. Storm has reserved two tables (seating 10 people each). If you are interested in attending, please contact her.

In addition, the Business Examiner creates a magazine insert featuring the award winners. They scheduled a special photography session for that insert.

There also will be a video presentation about the award winners. I am being interviewed Wednesday, August 1st. The video will be shown during the event.

Although I am personally excited to have been selected, I am particularly pleased about the recognition and honor given to the Pierce County Library System through this award.

M E M O

Date: **July 30, 2012**
To: **Pierce County Library System Board of Trustees**
From: **Mary Getchell, Marketing & Community Relations Director**
Subject: **Comcast Corporation and Pierce County Library System Community Partnership**

Per Pierce County Library System's community partnership policy and interest in creating and maintaining meaningful community relations, we are building a partnership with Comcast Corporation.

A key element of the partnership includes Comcast producing and running a Public Service Announcement (PSA) about the Library's online homework help. The 30 second PSA will run on Pierce County Comcast outlets run of schedule, for one calendar year. In turn the Library will display Comcast Internet Essentials brochures at our 19 locations and our online community bulletin for one calendar year. Internet Essentials is a federal grant program involved with the National School Lunch Program that provides Internet access at greatly reduced prices to children and families in the free and reduced lunch program.

The partnership extends our involvement with existing and new audiences, while cross promoting the Library's services and Comcast offerings.



Date: July 10, 2012

To: Steve Albers and members of the Board of Trustees

From: Mary Getchell, Marketing & Community Relations Director

Subject: Fife Pierce County Library Post-Grand Opening Public Opinion Survey

In June Pierce County Library System conducted a survey to learn the public's opinions and attitudes about the Fife Pierce County Library, following its first six months of operations. We distributed the survey in the Fife Library, in City of Fife buildings, and on the Library's website. A total of 148 people responded: Fife Library—19, city buildings—26, and online—103. Attached are the survey results with the primary responses falling into "always" and "most of the time" selections—thus people gave high marks to the Fife Library. The predominant theme was a huge thank you for building a library in Fife: "So glad the branch is here!" "I cannot express how truly thrilled I am with the new Fife Library!" "Thank you for finally putting a library in Fife!!"

Respondents gave the first Fife Library strong marks in every category. Of particular note:

- 88% (121) said they could easily find the new library, which is great news given the Library's Board of Trustees commitment to locate the library in a centrally located, easily accessible location.
- 88% (126) said they were very happy that their community has a public library.
- The majority of respondents gave the following services favorable rankings selecting "always" or "most of the time."
 - 88% (116) said staff was accessible and available.
 - 74% (102) said they found plenty of books, movies, and music and 76% (94) said they could easily find them.
 - 85% (113) said checking out books and other items was convenient and easy.

Of interest is how people responded with their varying ways to use the library. We specifically asked about services and whether people used particular services.

- 59% (86) people said they can "always" or "most of the time" find a comfortable place to sit, while 19% (27) noted they "don't use" the library to sit.
- 24% (35) said "most of the time" they can find a quiet place to read or study, while 28% (39) "don't use" the library to read or study.
- 20% (25) said "most of the time" they can find and use a public computer when they need one, while 34% (49) said they "don't use" the library's computers.
- 26% (43) said the children's and teenagers' areas were "always" meeting the needs of youth, while 21% (28) said they "don't use" this service.

Library managers are reviewing the results of the survey to maintain and improve service for the Fife community.



Date: **July 24, 2012**

To: **Steve Albers and members of the Board of Trustees**

From: **Mary Getchell, Marketing & Community Relations Director**

Subject: **Publications Inventory Review Results**

The results are in: Pierce County Library System will print fewer items to align the Library's Marketing & Community Relations (MCR) paper and print budget with materials the public wants, needs, and uses. For the past six months our Publications Inventory Review Team—Lynne Hoffman, Judy Nelson, Sally Porter Smith, Carol Sheehan, and I have been reviewing our marketing and business publications for their use and value to the public. In early July, Neel Parikh, the sponsor of this project, approved our recommendations. I have shared the results with Site Location Supervisors. MCR is implementing the results and will continue communicating with Site Location Supervisors to ensure we are all on the same page with current publications.

The overall inventory results:

- Stop printing 38 marketing items, for a total item quantity of 102,200. Savings: \$4,600.
- Stop printing 12 business items, for a total item quantity of 26,350. Savings: \$400.

In 2007 we conducted a publications inventory review which included involvement from managers, front line customer service staff, and three focus groups with the public—two adult and one teen. At that time we discontinued 22 marketing publications and revised many pieces. With this review we are also making changes to some publications, including consolidating some pieces. For business publications, such as forms to conduct our business systemwide or department-to-department, since 2007 we have moved most of our print publications to online forms. In all, we had 106 forms/publications, which people could order. We eliminated approximately 42 forms/publications and now have 64 forms/publications, plus 88 forms online. As a result of this publications review, we will be moving further to print on demand and online interactive publications.

The Publications Inventory Project in 2012 encompassed conducting an inventory of printed business and marketing publications with the goal of reducing the number of printed publications to ensure the Library is providing meaningful, high-quality materials. The project team examined the Library's publications for purpose, use, costs to produce, value to the public, and other elements. The Library's management and budget commitment is to reduce our printed publications.

Parallel with the 2012 review, MCR conducted a snapshot inventory assessment of print quantities. During a 2-4 week period MCR reviewed the leftover publications following an event—such as an author presentation and/or a period of time a publication was displayed in a branch—such as a bookmark for six months, i.e. MCR sent Eatonville Pierce County Library 100 story time brochures and after the six month run of story times 98 brochures remained at Eatonville Library, thus a leftover rate of 98%; MCR sent South Hill Pierce County Library 150 flyers for Author Rebecca Morris and after the event 71 flyers remained at South Hill Library, thus a leftover rate of 47%. MCR will use this information to help guide and gauge the Library's print and distribution numbers and print fewer quantities of most publications to better align with use rates.