
M E M O



Date: April 27, 2012

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

From: Mary Getchell, Marketing & Community Relations Director

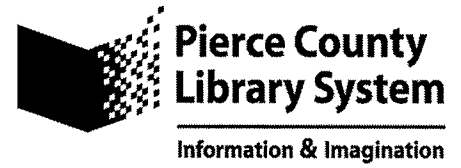
Subject: Volunteer Recognition

Applause and thank you to the 202 volunteers, who gave 5,163 hours to help keep books and materials orderly and clean, help people learn computer skills, and perform other valuable and greatly appreciated service at Pierce County Library System in 2011. During April 15-21, National Volunteer Week, the Library System recognized 110 adults and teenagers who gave 10 or more hours to the Library System last year.

The Library System gave volunteers a certificate of acknowledgement and thanks. We issued a news release and verified coverage in four media sources. We conducted social media as well, including two Facebook posts, which resulted reaching 815 people, one like, and two comments. We also tweeted twice on Twitter which resulted in one retweet. In addition we sent an email listerv message and posted information on our website.

Volunteers at Pierce County Library enhance the Library's service to the communities it serves. Our volunteer program frees up staff to deliver high-quality customer service and focus on competing requests from the many people who use the libraries in person and online every day.

M E M O



Date: April 25, 2012

To: Chair Stephen Albers and Members of the Board

From: Neel Parikh, Executive Director

Subject: PCLS Programs at the Washington Library Association Conference

PCLS staff presented during four programs at the April 18th – 20th Washington Library Association Conference in Marysville.

Personnel Law for Supervisors – A Practical Approach: Holly Gorski, Staff Experience Director, and Tami Masenheimer, Community Branch Supervisor, presented a ½ day pre-conference teaching “general guidelines regarding workplace law and practices”. Attendees were encouraged to bring their own personnel problems and participated through Q & A sessions, small group in-depth discussions and problem-solving.

Implementing a Planned Giving Program for your Library – It’s Easier Than You Think: A planned gifting program is one of the single most effective fundraising strategies. Lynne Hoffman was one of the presenters in a program designed to help staff begin a planned giving program. Lynne presented on “getting started”.

Teen Programs To Go! Description: Now you can create teen programs To Go for your library! User-friendly kits help staff offer quality teen programming (even when there isn’t the benefit of a youth services librarian). Meredith Hale, Teen Services Librarian at Lakewood, and Jami Schwarzwald, Teen Services Librarian at South Hill described how to assemble kits in arts/crafts, technology, life skills and more, and how to use them in library programming.

Reimagined Classic Works Description: Films are often based on literature, some directly and some in surprisingly unexpected ways. From Clueless to Ran, we go beyond the straightforward adaptations to discuss films that have been inspired by literature in ways that would surely astonish the original author. John Fossett, Collection Manager, Kitsap Regional Library and Kati Irons, Collection Development Librarian, Pierce County Library System presented a wide range of films and a filmography of “Inspired by” movies sure to inform and delight.

M E M O



Date: April 26, 2012
To: Chair Steve Albers and members of the Board of Trustees
From: Mary Getchell, Marketing & Community Relations Director
Subject: Pierce County READS 2012 Results

Residents are still buzzing about this year's Pierce County READS. The event truly sparked community participation and interest and achieved the purpose of the community one book program: to bring communities together through a shared literacy event. This year's Pierce County READS book, the New York Times Best Seller "Hotel on the Corner of Bitter and Sweet" by award-winning author Jamie Ford, hit a home run with people throughout the county.

Community partners, Pierce County Library Foundation donors, Pierce County READS' co-presenter The News Tribune, and the general public praised the largest community reading event in the county. Final results:

- **5,022:** Times people checked out copies of "Hotel on the Corner of Bitter and Sweet."
- **1,050:** People attended author events—250 at Pierce College; 800 at Clover Park Technical College.
- **1,131:** People attended events at Pierce County Library and community partner locations.
- **219:** Mass media impressions.
- **10:** Facebook posts; 25 likes; 10 comments.
- **68:** Flickr photos; 70 views.
- **44:** Twitter tweets; 12 interactions (direct messages, mentions, retweets).
- **112:** Communications points by Pierce County Library READS' liaisons.
- **28:** Communication points by community partners.
- **19:** Community partners who helped promote, gave programs, and provided other assistance.
- **18:** Cities, towns, and Pierce County issued proclamations.
- **31:** Books sold at reduced price by Mostly Books, a READS' community partner.
- **3,711:** Pounds of food people donated at events, for distribution to Emergency Food Network, a READS' community partner.

Our Pierce County READS team, Lisa Bitney-Project Leader, Greg Dyer, Rose Jetter, Lourie Kelly, Tami Masenhimer, and I as Project Sponsor, thanks the commitment and fantastic support of Pierce County Library Foundation and the Library's Board of Trustees. The team is also incredibly thankful and appreciative of the generous support of KeyBank Foundation, the primary sponsor for Pierce County READS.

Please enjoy [photos](http://www.flickr.com/photos/piercecountylibrary) from the author event at Clover Park Technical College at <http://www.flickr.com/photos/piercecountylibrary>.

Date: April 27, 2012
To: Steve Albers and members of the Board of Trustees
From: Sally Porter Smith, Customer Experience Director
Keith Knutson, Branch Manager, Parkland
Subject: Recareering @ 50+ Expo

Over 400 people attended the Recareering @ 50+ Expo, held March 27, 2012 at Clover Park Technical College. Pierce County Library System partnered with Clover Park Technical College, AARP, Goodwill, Mining Silver, Workforce Central, Pierce College, Pierce County Aging and Disability Resource Center, South Sound Regional Business Incubator, Employment Security, Statewide Health Insurance Benefits Advisors and others agencies to assist 50+ aged job seekers. In addition to workshops, twenty-three employers participated in Employer Roundtables, providing job seekers an opportunity to talk directly with potential employers.

Building on the success of last year's event, organizers planned the event to address specific challenges facing 50+ job seekers, including helping people who have held the same job for many years and are unfamiliar with the new normal expectations of how to conduct a job search; strategies for outsmarting ageism in the workplace, and what to consider when evaluating retraining for a career in the second half of life.

This event grew out of the work done by Pierce County Library System in a grant to study the needs of adults aged 55+. The original planning committee that brought together private, government, and health and social services agencies has continued to collaborate after the completion of the grant. While membership has changed a bit, the commitment to work together to create opportunities for people age 50+ continues.

Pierce County Library System was well represented by a number of adult services librarians and branch managers. Kristine Countryman served on the planning committee and coordinated PCLS workshops and exhibit. Jason Anderson taught "Jumpstart Your Job Search", which detailed the resources available at our Job and Business Centers, and went into using the databases that the library offers that would be relevant to a job seeker. Andrea Gough taught "Match Your Skills with WOIS" which offered participants an opportunity to receive a guided tour through this Washington State specific resource on employment trends, wage expectations, and training opportunities, as well as offering occupational aptitude tests to assist in determining what career paths may match personal interests and abilities. Kristine Countryman and Keith Knutson offered technology assistance to job seekers with setting up and using email accounts, a basic requirement in today's job search world. Vicki White and Alexa Eccles staffed an information table where event attendees were able to register for a library card, speak with staff about what the library could offer them, and take away library produced publicity and informational handouts.