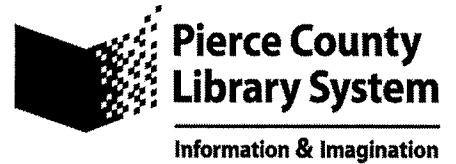


---

M E M O



Date: February 27, 2012

To: Chair Stephen Albers and Members of the Board

From: Neel Parikh, Executive Director

Subject: IT Audit

Information Technology continues to play a key role in the Library's future. Over the past decade – even the last two years – there has been enormous change in the technology used by the library system and services provided to our customers. The IT department plays a strategic role in providing this service and the development of this service.

Starting in March, we will be conducting an audit of the IT Department and information technology at PCLS. A library technology professional, Carson Block, will be examining the structure of our Information Technology, both in the IT department and throughout the system. He will develop recommendations to help us position the library for the future. The Scope of Work is attached.

Given the competing needs in the future, this is an important study to help with library decision-making over the next few years.

## Neel Parikh

---

**From:** Lynne Hoffman  
**Sent:** Thursday, February 09, 2012 3:57 PM  
**To:** Neel Parikh; Georgia Lomax; Sally Porter Smith; David Durante; Lisa Bitney  
**Cc:** Karen McGhee; Cyndi Anderson  
**Subject:** Message from Paul G.Allen Family Foundation

I love to get messages like the one below from our funders! Congrats everyone – you made it work!

Lynne Hoffman  
Foundation Director  
Pierce County Library Foundation  
3005 112th Street E. Tacoma WA 98446  
(253) 548-3456 (direct line)  
(253) 548-3300 (main office) (253) 732-6102 (cell)

-----Original Message-----

From: Lisa Arnold [mailto:LisaA@vulcan.com]  
Sent: Thursday, February 09, 2012 2:15 PM  
To: Lynne Hoffman  
Subject: Allen Foundation final report

Lynne,  
Thank you for a wonderful report on your Job + Business Centers project. **Your accomplishments are beyond my wildest dreams.** I'd just like to ask whether you see the program as sustainable over the longer term.

We present quarterly summaries of our most exciting, highest performing grants to the board; **yours will be among them.**

Best regards,  
Lisa Arnold  
Manager, Grants and Library Program  
The Paul G. Allen Family Foundation  
T: 206.342.2085  
F: 206.342.3085  
pgafamilyfoundation.org<<http://www.pgafoundations.org/>>

# M E M O



Date: February 7, 2012

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

From: Mary Getchell, Marketing & Community Relations Director

Subject: Media Coverage 2011

2011 marked another record year for earned media coverage for Pierce County Library System. In alignment with the Library System's balanced scorecard and Marketing & Community Relations Department's mission to increase and enhance public awareness and library use by consistently and effectively positioning the Library to be the community's choice, media relations continues to be a significant initiative and strategy. The Library's Marketing & Community Relations Department uses a mix of mass and social media to inform and engage the public.

As the Library System has achieved in the past several years, 2011 marked another annual increase in overall media coverage. Highlights of the coverage included noteworthy activities such as Pierce County READS and news involved with opening three libraries.

<b>Media Coverage Verified 2010</b>		<b>Media Coverage Verified 2011</b>	
<b>Total articles:</b>	403	<b>Total articles:</b>	426
<b>Total calendar clips:</b>	2,029	<b>Total calendar clips:</b>	3,079
<b>Total Clips:</b>	<b>2,432</b>	<b>Total:</b>	<b>3,505</b>

Last year showed some weekly newspapers close. 2011 also resulted in The News Tribune declining in column inches, yet increasing its online coverage. Also, last year Patches popped up in several communities.

To further extend the Library's earned media I am working with the editor of the Herald and Gateway on a partnership that would involve my providing columns to the Herald and Gateway. We plan to launch our affiliation this spring.