



# BERKELEY PUBLIC LIBRARY BOARD OF LIBRARY TRUSTEES

REGULAR MEETING  
April 22, 2015

AGENDA  
6:30 PM

SOUTH BRANCH  
1901 RUSSELL STREET

The Board of Library Trustees may act on any item on this agenda.

## I. PRELIMINARY MATTERS

- A. Call to Order
- B. Public Comments \*
- C. Report from Library employees and unions, discussion of staff issues  
Comments / responses to reports and issues addressed in packet.
- D. Report from Board of Library Trustees

## II. CONSENT CALENDAR

*The Board will consider removal and addition of items to the Consent Calendar prior to voting on the Consent Calendar. All items remaining on the Consent Calendar will be approved in one motion.*

- A. Approve minutes of March 11, 2015 Regular Meeting  
Recommendation: Approve the minutes of the March 11, 2015 regular meeting of the Board of Library Trustees.

## III. ACTION CALENDAR

- A. Review Library Facility Naming Policy  
Recommendation: Review and discuss the Library Facility Naming Policy

## IV. INFORMATION REPORTS

- A. Request to Rename South Branch Update
- B. Berkeley Public Library Foundation Update
- C. March 2015 Monthly Report from Library Director
- D. Library Operations Report
- E. Library Events: Calendar of events and press releases for various Library programs are posted at <http://www.berkeleypubliclibrary.org>

## V. AGENDA BUILDING

The next meeting will be a Regular Meeting held at 6:30 PM on Wednesday, May 13, 2015 at the **South Branch Library, 1901 Russell Street, Berkeley.**

## VI. ADJOURNMENT

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Written materials may be viewed in advance of the meeting at the Central Library Reference Desk (2090 Kittredge Street), or any of the branches, during regular library hours.



Wheelchair accessible. To request a sign language interpreter, real-time captioning, materials in large print or Braille, or other accommodations for this event, please call (510) 981-6107 (voice) or (510) 548-1240 (TTY); at least three working days will help ensure availability.

Please refrain from wearing scented products to public programs.

\* Public Comments - speakers allowed 3 minutes each

I hereby certify that the agenda for this regular meeting of the Board of Library Trustees of the City of Berkeley was posted in the display cases located at 2134 Martin Luther King, Jr. Way and in front of the Central Public Library at 2090 Kittredge Street, as well as on the Berkeley Public Library's website on April 16, 2015.

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Jeff Scott, Director of Library Services  
Serving as Secretary to the Board of Library Trustees

For further information, please call (510) 981-6195.

### COMMUNICATIONS

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the secretary to the relevant board, commission or committee for further information.

**MINUTES**  
**BERKELEY PUBLIC LIBRARY**  
**BOARD OF LIBRARY TRUSTEES SPECIAL MEETING**  
**Wednesday, March 11, 2015, 6:30 P.M.**

SOUTH BRANCH LIBRARY – 1901 RUSSELL STREET

Board of Library Trustees:

Chair Abigail Franklin	Winston Burton
Vice Chair Julie Holcomb	Darryl Moore
	Jim Novosel

**I. PRELIMINARY MATTERS**

*A copy of the agenda packet and a digital recording of the meeting is accessible at <http://www.berkeleypubliclibrary.org/about/board-library-trustees>*

**A. Call to Order: 6:31 P.M.**

Present: Trustees Burton, Franklin, Holcomb, Moore and Novosel.

Absent: None

Also Present: Jeff Scott, Director of Library Services; Dennis Dang, Administrative and Fiscal Services Manager; Lisa Hesselgesser Librarian Specialist II; Debbie Carton, Librarian Specialist II; Isobel Schneider, Librarian II; Kay Finney, Teen Librarian ;Tom Dufour, Librarian II; James Moore, Supervising Librarian of South Branch, Andrea Mullarkey, Teen Librarian; Eve Franklin, Administrative Secretary.

Kathy Huff and Trish Hawthorne, Berkeley Public Library Foundation.

**B. Public Comments:**

1. LaVerda Allen – Identified herself as a long time Berkeley resident. Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
2. Council Member Max Anderson – Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
3. Mansour Id-Deen, Berkeley Branch of the NAACP – Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
4. Dawn Arens – Identified herself as longtime resident. Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
5. Richie Smith – Identified herself as longtime resident. Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
6. David Holler – Identified himself as a neighbor of the South Branch Library. Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman. Provided copy of letter to the Trustees (Attachment 1)
7. Charles Austin – thanks Library and Board of Library Trustees for building South Branch Library. Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
8. Sean Dugar, NAACP Western Regional Director – Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.
9. Idella Melton – Identified herself as long term resident. Spoke in favor of renaming the South Branch Library in honor of Tarea Hall Pittman.

**C. Report from library employees and unions, discussion of staff issues:**

1. Andrea Mullarkey, SEIU 1021 Shop Steward – Spoke regarding Board of Library Trustees Meeting Start Time, Organizational Chart changes and Central Collection Development changes.

**D. Report from Board of Library Trustees:**

1. Trustee Franklin - spoke regarding the success of the Berkeley Public Library Foundation's Author's Dinner held in February and upcoming AfterWords events.

**II. PRESENTATIONS CALENDAR**

- A. South Branch Update** – James Moore, Supervising Librarian and Debbie Carton, Librarian Specialist II in Art & Music reported on the very successful **Paul Robeson, Renaissance Man** event held at South Branch on February 21. Singer and actor Autris Paige explored the life of Paul Robeson through his words and music. Pianist Loni Williams accompanied Mr. Paige. The event was so popular that staff are working on a “back by popular demand” event for Central Library later this spring.
- B. Strategic Plan Update** – Jeff Scott provided an update (Attachment 2)
- C. Budget Workshop** – Dennis Dang reviewed the FY17/17 budget. The draft budget will be on the April 22 agenda.

**III. CONSENT CALENDAR**

M/S/C Trustee Moore / Trustee Holcomb to adopt Resolution # R15-089 approving the Consent Calendar as presented.

Vote: Ayes: Trustees Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: Trustee Burton. Abstentions: None.

**A. Approve minutes of February 11, 2015 Regular Meeting**

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the February 11, 2015 Regular Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R15-090

**B. Reappoint Trustee Julie Holcomb to Serve a Second Four-Year Term Commencing May 15, 2015**

From: Director of Library Services

Recommendation: Adopt a resolution approving the recommendation to City Council to reappoint Trustee Julie Holcomb to serve a second four-year term commencing May 15, 2015.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R15-091.

**C. Reappoint Trustee Jim Novosel to Serve a Second Four-Year Term Commencing May 15, 2015**

Recommendation: Adopt a resolution approving the recommendation to City Council to reappoint Trustee Jim Novosel to serve a second four-year term commencing May 15, 2015.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R15-092.

#### **IV. ACTION CALENDAR REPORTS**

##### **A. Board of Library Trustees Meeting Start Time**

From: Director of Library Services

Recommendation: Adopt a resolution approving Board of Library Trustees meeting start time of 6:30 PM.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R15-093.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None.

Abstentions: None.

#### **V. INFORMATION REPORTS**

##### **A. Request to Rename the South Branch Update**

Error in Report noted. Under "Current Situation And Its Effects" Change revision date of February 12, 2015 to February 12, **2014**.

Charles Austin is gathering more supporting documents. This topic will be on the April 22 meeting agenda.

Trustees requested adding Library Facilities Naming Policy to future agenda for review.

From: Director of Library Services

Contact: Jeff Scott, Library Director

Action: Received.

##### **B. March 2015 Monthly Report from Library Director**

From: Director of Library Services

Contact: Jeff Scott, Library Director

Action: Received.

##### **C. Library Operations Report**

From: Director of Library Services

Contact: Jeff Scott, Library Director

Action: Received.

##### **D. First5 Alameda Community Support Grant Report**

From: Children's and Neighborhood Services Manager

Contact: Sarah Dentan, Children's and Neighborhood Services Manager

Action: Received.

##### **E. Library events**

From: Director of Library Services

Contact: Jeff Scott, Library Director

Action: None.

## **VI. AGENDA BUILDING**

The next meeting will be a Regular Meeting held at 6:30 PM on Wednesday, April 22, 2105 at the South Branch Library, 1901 Russell Street, Berkeley.

Future agenda items:

- Library Facilities Naming Policy
- Request to Rename South Branch Update
- Budget FY16/17 Draft
- Strategic Plan Update Presentation
- Bond Funds Update

## **VII. ADJOURNMENT**

Adjourned at 8:33 P.M.

**COMMUNICATIONS:** none

### **SUPPLEMENTAL COMMUNICATIONS AND REPORTS:**

1. David Holler Letter in support of renaming South Branch after Tarea Pittman Hall
2. Strategic Plan Update



UNIVERSITY OF  
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

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March 11, 2015

Letter in Support of Renaming the South Branch Library after Tarea Hall Pittman

Dear Berkeley Board of Library Trustees:

I am David Holler, now a 9-year resident of South Berkeley (here on Russell St., in fact). My family uses the South Branch facility at least once a week and my oldest child attends Malcolm X Elementary here in South Berkeley.

I write today to lend my voice to the chorus of other voices (more than 1000 of us now) who support the renaming of the South Branch of the Berkeley Public Library after Tarea Hall Pittman, a local luminary whose light does not deserve to fade, especially as she gave half a century of her life to public service from this very neighborhood, less than one block from this library.

I thank our indefatigable neighbor, Mr. Charles Austin, who brought Ms. Pittman's enormous contributions to my attention about a year ago. I have since studied the life of Tarea Hall Pittman and feel that her name absolutely deserves to live on in association with this library.

I have also studied and understand the constraints the Board must contend with, and I know your decision is anything but easy. Reviewing the recent BOLT agenda for tonight's meeting with specific guidelines on the threshold necessary for renaming, however, I feel Tara Hall Pittman has earned distinction and I believe that her case warrants serious study. For documentation of her life's work, please see the 152-page series of interviews conducted with Ms. Pittman in 1971 and 1972. Seven interviews were conducted just a few houses from here (on what was then named Grove St.) that truly shed light on her life's work up to that point (some 20 years before her passing). For further proof, which I understand your Board might require, I'd only suggest seeing her papers and correspondence, which are officially housed in The Bancroft Library on the Cal campus.

It would be redundant of me to enumerate all that she's accomplished since she arrived in Berkeley in 1923, but by any standard, her work is impressive. Most importantly, under many auspices, and in innumerable ways, she fought racial discrimination. She fought, for example:

- in Alameda County jail (which had deplorable conditions)
- in Alameda County hospitals (also deplorable)
- in Alaska and Nevada (trying to get Fair Employment Practices laws passed there, as she did after protracted negotiation with Governors Warren and Pat Brown)
- in military installations (protesting against Kaiser shipyards)
- in Oakland and Berkeley fire departments
- in Oakland public schools
- on the radio for 42 years as host of KDIA's Negroes in the News, an important program that countered subarticulately denigrating narratives by offering positive achievements of African Americans at a time when this was anything but common
- in the NAACP (in many capacities, not just as a regional director) ...

I could, of course, go on, but what's clear too is that Ms. Pittman cared deeply about individual suffering and manifestations of inequality as well. Consider, for example, how, in Richmond, she went poignantly searching for coats for shivering kids who had recently arrived from the south; or how, as a teacher in West Oakland in the 30s, she took, literally on her own dime, an entire class of 49 kids across the bay for a field trip.

A compendium of compelling evidence all points to the fact that Ms. Pittman's case deserves special consideration.

And her cause was not, as is obvious to anyone socially conscious enough to be present at tonight's meeting, a *fait accompli*. Clearly our work on civil rights and indeed on social inequality is far from over (as our president announced just last week in Selma). We, however, can advance her contributions by recognizing her officially by attaching her name to this institution.

Again, I am here to add my voice to the chorus of voices—more than 1000 of us—who want to honor the heroic life efforts of someone who lived in this neighborhood, on this street, and someone who certainly made abundant use of this library in advancing America's most important cause—that it live up to its original promise of equality.

Thank you very much for your time and consideration.

Very sincerely,



David Holler, Associate Professor  
Department of Rhetoric and Language  
Director, Martín-Baró Scholars Program  
Editor, *Writing for a Real World*  
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## BERKELEY PUBLIC LIBRARY: FY2016-18 STRATEGIC PLAN

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In January 2014, the Library commenced a year-long, community-driven information gathering and strategic planning process by engaging and conversing with Library staff, patrons, key neighborhood stakeholders and the general community to identify and prioritize services, resources and ambitions over the next three years.

### KEY STRATEGIC DIRECTIONS

Three key strategic directions emerged from the data collected:

#### COMMUNITY – COLLABORATION – CONVERSATIONS

##### VISION and GOALS

As the Library enacts its three-year strategic plan, it will be guided by the vision and goals of:

##### Building COMMUNITY through COLLABORATION and CONVERSATIONS

- **Making a difference** in people’s lives and neighborhoods **by building effective partnerships;**
- **Providing opportunities** and experiences for growth and enlightenment **through quality programs, services and technology;**
- **Celebrating** the Library’s **positive impacts** in people’s lives and neighborhoods; and,
- **Being entrepreneurial** in addressing community needs **through transparency, responsiveness, innovation and organizational efficiencies.**

##### INITIATIVES and STRATEGIES

To realize these goals over the next several years, the Library will embrace a spirit of flexibility as we examine our current organizational structure and enact changes that will permit us to focus our services in response to community desires and adroitly adapt how we provide those services while still maintaining our core responsibilities. Key initiatives and strategies have been identified to inform the Library’s direction to realize its vision and meet its goals over the next three years.

- Bolster **LITERACY** in all its forms to bridge the achievement gap:
  - Strategy 1: Develop dynamic services, programs and collections that meet individuals’ and community needs and interests
  - Strategy 2: Develop strategies and services to support curriculum, educational preparedness and literacies for all generations
- Foster a culture of flexibility by optimizing **OPERATIONAL EFFICIENCIES:**
  - Strategy 1: Be progressive, responsible, responsive and welcoming
  - Strategy 2: Be a central hub for congregation, shared experiences and innovation
- Raise awareness of Library through **MARKETING:**
  - Strategy 1: Promote the Library’s value to our community
  - Strategy 2: Promote Library programs, services and collections to raise the Library’s profile
- Leverage resources through **PARTNERSHIPS** for greatest impact:
  - Strategy 1: Construct partnerships to offer inspired services, programs and collections of interest to all generations of users
  - Strategy 2: Construct partnerships to connect people to services and information
- Utilize **TECHNOLOGY** to strengthen digital presence and bridge digital divide:
  - Strategy 1: Connect people and services creatively through free access to information and resources
  - Strategy 2: Connect people to services and information through technology as a social equalizer

## FY 2016 – 2018 Berkeley Public Library Strategic Plan Framework

INITIATIVES					
	Bolster <b>LITERACY</b> in all its forms to bridge the achievement gap	Foster a culture of flexibility by optimizing <b>OPERATIONAL EFFICIENCIES</b>	Raise awareness of the Library through <b>MARKETING</b>	Leverage resources through <b>PARTNERSHIPS</b> for greatest impact	Utilize <b>TECHNOLOGY</b> to strengthen digital presence and bridge digital divide
<b>STRATEGIES</b>	Align Berkeley Public Library with the City of Berkeley 20/20 Vision for Berkeley's Children and Youth	Be a progressive, responsive, responsible and welcoming organization	Promote the Library's value to our community	Construct partnerships to offer inspired services, programs and collections of interest to all generations of users	Connect people and services creatively through free access to information and resources
	Develop strategies and services to support curriculum, educational preparedness and literacies for all generations	Be a central hub for congregation, shared experiences and innovation	Promote Library programs, services and collections to raise the Library's profile	Construct partnerships to connect people to services and information	Connect people to services and information through technology as a social equalizer
ACTIVITIES					
<b>FY 2016</b>	<b>Support Curriculum for All Generations Action Item:</b> Review and revise the Library's Collection Development Policy and practices, inclusive of developing a plan that curates collections that respond to, anticipate and reflect community needs, interests and trends and recommend to BOLT by July 1, 2015	<b>Be progressive Action Item:</b> Evaluate systems, processes and service models in all division operations, implementing improvements to streamline workflow, increase capacity and improve services to best be responsive to community needs and recommend Changes to BOLT by July 1, 2015	<b>Promote Community Value:</b> Develop outcome measures and evaluation tools to assess programs, events, collections and services effectiveness, usage and ROI; and promote Library's positive impact on community and individuals' lives. Include Monthly Report to BOLT on all Library Activities from all divisions by July 1, 2015	<b>Construct Partnerships Action Item:</b> Establish an annual outreach schedule for participation at City-wide events and host activities that increase neighborhood awareness and civic engagement, such as National Night Out, Bay Festival and pop-up libraries Programming Team will develop a list of Berkeley Events and coordinate Outreach by September 1, 2015	<b>Connect Technology:</b> Re-establish monthly Computer Classes at all branches by September 1, 2015
	<b>Focus on Student Support:</b> Provide Tutor.com with training and marketing into local schools by October 2015.	<b>Be Progressive Action Item:</b> Facilitate communication at all organizational levels via new or revised, improved consistent in-person and online models to better link staff and community. Implement new Intranet for Staff by July 1, 2015	<b>Promote Library Programs Action Plan:</b> Develop a comprehensive marketing plan, inclusive of a new logo and component to enhance virtual marketing through increased use of social media tools Action Item: Create Marketing Team by September 1, 2015	<b>Construct Partnerships Action Item:</b> Re-establish Berkeley History Room Hours by September 1, 2015	<b>Connect Technology:</b> Increase Bandwidth System-wide with help from CENIC Consortium by September 1, 2015.
	<b>College and Career Readiness Action Item:</b> Review and Recommend Databases geared towards Teen	<b>Be Progressive Action Item:</b> Develop and train staff on customer service standards in order to exceed expectations of service,	<b>Promote Library Programs Action Plan:</b> Brand and market programs for greater visibility and to better	<b>Construct Partnerships Action Item:</b> Participate in Berkeley History networking opportunities to enhance programming and	<b>Connect Technology:</b> Develop Library Technology Team with IT and Adult Reference to provide internal and external training by

College and Career resources by October 2015.	both internally and externally. Staff will be required to attend four trainings per year (webinar, in-person, or conference) by July 1, 2015	connect to community interests Action Item: Schedule Out Programming for year starting September 1, 2015	collections by September 1, 2015	September 1, 2015
<b>College and Career Readiness Action Item:</b> Liaison with High School to provide regular training on Databases for students and teachers by October 2015	<b>Be progressive Action Item:</b> Implement recommendations in Safety Audit report, inclusive of establishing an Emergency Communication Plan to ensure timely dissemination of emergency information to all staff. Recommend changes to BOLT by July 1, 2015	<b>Promote Community Value:</b> Develop outcome measures and evaluation tools to assess programs, events, collections and services effectiveness, usage and ROI; and promote Library's positive impact on community and individuals' lives. Create Quarterly Assessment Tool to review goals for all programs, services, and collections by January 1, 2016	<b>Construct Partnerships Action Item:</b> Provide an online networking communications tool to Berkeley community organizations within the Berkeley Information Network (BIN) to enhance and create partnerships, collaboration, community, and publicity. Action Item: Send a representative to Homeless Task Force Meetings. Survey Homeless Taskforce to determine biggest needs in community. Action Item: Create a Berkeley Information Network Fair to invite community meetings on the City of Berkeley's most critical issues. Provide quarterly meetings and invite groups starting in October 2015.	<b>Connect Technology:</b> Conduct a technology needs assessment, identify strategic technology improvements and draft a three-year Technology Strategic Plan for the Library, inclusive of a training program for staff to learn new devices, software and applications by October 2015
<b>Student Engagement: Action Item:</b> Each Library branch will have one formal Teen Advisory Group to guide Programs, Services, and Collection Development by October 2015	<b>Be Progressive Action Item:</b> Develop an annual system-wide programming plan that is responsive to community interests, highlights BPL's resources and materials and reflects the City's cultural diversity Action item: Implement by September 1, 2015	<b>Promote Library Programs Action Item:</b> Promote the Library's free meeting spaces, virtual services and programs digitally and through social media. Meet with local schools and non-profits to advertise space by January 1, 2016	<b>Construct Partnerships Action Item:</b> Develop Tool Library Programs with regular classes by community groups on tools and promotion of tool selection by September 1, 2015	<b>Connect Technology:</b> Revamp access to digital content and devices by circulating laptops or other mobile devices by January 2016.
<b>Focus on Kindergarten Readiness Action Item:</b> Develop a trained volunteer program to enhance early literacy skills at Berkeley Pre-Schools and Daycares by January 1, 2016.	<b>Be Progressive Action Item:</b> Develop an annual system-wide programming plan that is responsive to community interests, highlights BPL's resources and materials and reflects the City's cultural diversity Action item: Implement by September 1, 2015		<b>Construct Partnerships Action Item:</b> Develop Chromebook Pilot Project with Berkeley High School with a focus on lending laptops to underserved students by October 1, 2015	<b>Connect Technology:</b> Conduct Technology assessment for equipment, tools, bandwidth, and staff to determine needs by January 2016
<b>Focus on Kindergarten Readiness Action Item:</b>	<b>Be Progressive Action Item:</b> Develop and train staff on		<b>Construct Partnerships Action Item:</b> Encourage staff participation	

	Pilot a Bookmachine Project at a select Berkeley Pre-school to provide proof of concept to enhance programs by January 1, 2016	customer service standards in order to exceed expectations of service, both internally and externally. Collection Development Team will develop training schedule on new collections and databases by September 1, 2015		and membership in business and civic associations, city-wide committees and regional organizations Action Item: Review local organizations, categorize, and offer to staff by January 1, 2016	
	<b>Focus on Reading Proficiency by the Third Grade Action Item:</b> Work with School Media Specialists and local school administrators to develop curated lists tailed to curriculum needs. Provide lists by January 1, 2016	<b>Be Progressive Action Item:</b> Develop and implement a staff development plan, inclusive of an All Staff Day event and training plan to provide employees with the tools to enhance their effectiveness Action Item: Develop plan by October 2015		<b>Construct Partnerships Action Item:</b> Create History Room Development Plan in order to properly Preserve, Curate, and Digitize Berkeley History Room Items by January 2016	
	<b>Support Curriculum for All Generations Action Item:</b> Increase and expand the Library's digital and streaming collections, especially high-demand content by January 1, 2016	<b>Be Progressive Action Item:</b> Upon implementation of new BPL intranet create a Human Resources Corner on site. Staff will have access to most in-demand HR items and FAQs on key questions by December 31, 2015		<b>Construct Partnerships Action Item:</b> Review Language services and collections provided by the library and ensure consistent services. Outreach to local organizations that provide language services to mono-lingual non-english speakers by January 2016	
FY 2017	<b>Support Curriculum for All Generations Action Item:</b> Expand the Books by Mail program to reach more home bound patrons through a promotional campaign and by working with local senior services agencies by June 1, 2016	<b>Be Progressive Action Item:</b> Identify City of Berkeley core required trainings and ensure BPL staff is enrolled in these trainings to meet City standards by January 31, 2016	<b>Promote Library Programs Action Item:</b> Develop a publicity campaign to promote the Library's digital resources to increase aware and use Develop marketing programs around e-resources ex. Database of the Week, Library Apps for your Phone, Your Library in More Places by July 1, 2016	<b>Construct Parternships:</b> Explore partnership opportunities with local agencies and community organizations for potential self-service kiosk sites in underserved and in high traffic areas of the City to enable 24/7 access to materials by July 2017	
	<b>Support Curriculum for All Generations Action item:</b> Expand shelf-ready processing to other areas of the collections and expand the Lucky Day program to an online platform by June 1, 2016	<b>Central Hub Action Item:</b> Identify and prioritize strategic capital improvements, including infrastructure and Central Library repairs and improvements for possible action; complete construction of new Central Library teen room. Develop Annual Review with recommendations by Facilities March 2016	<b>Promote Library Programs Action Item:</b> Develop and offer an annual signature event that is branded and identifiable as the Library's and inspires community engagement, such as One City/One Book		

<b>F Y 2 0 1 7</b>	<b>Focus on Student Support Action Item:</b> Develop a series of inter-generational STEM programs in Library in partnership with local organizations by October 2016	<b>Be Progressive Action Item:</b> Maintain a balanced biennial budget, inclusive of maintaining budget reserve and illustrate stakeholders' ROI Recommend Annually to BOLT by April 30, 2016			
	<b>Focus on Reading Proficiency by the Third Grade:</b> Enhance Volunteer Programming to expand storytimes and Early Literacy to Local elementary Schools	<b>Be Progressive Action Item:</b> Work with BPL management to host its' 2nd All Staff Development Day for May 2016			
		<b>Be Progressive Action Item:</b> Further develop the Library's volunteer program in ways that help the Library grow its services and programs and provide meaningful and fulfilling opportunities to engage the community's citizens. Assess Volunteer Program September 1, 2016			
		<b>Be Progressive:</b> Explore ways to increase energy savings and sustainability efforts in facility maintenance and improvement efforts and educate the public on the Library's "green" practices <b>Action item:</b> Circulate materials that assist Berkeley Residents in becoming more energy efficient by October 1, 2016	<b>Promote Library Value Action Item:</b> Identify and target outreach to new and emerging populations groups in the City, especially attracting and growing the adult patron base of 18-24 year olds by offering and promoting targeted programs and events Develop Plan by July 1, 2018		
	<b>Support Curriculum for All Generations Action Item:</b> Expand BerkeleyReads Partnership with the AB 86 North-Alameda County Consortium for Adult Education by June 1, 2017	<b>Central Hub Action Item:</b> Designate Central Library public spaces for use as technology labs, digital zones and other maker spaces that engage residents in creating content and learning new digital skills. Review Space Needs at Central by July 1, 2017	<b>Promote Library Value Action Item:</b> Develop new Marketing Plan	<b>Construct Partnerships:</b> Analyze City demographics to identify underserved areas of the City and collaborate with local agencies to share spaces for and promotion of non- and traditional library services by July 2018	<b>Connect Technology:</b> Begin process of new Three Year Technology Plan

	<p><b>Support Curriculum for All Generations Action Item:</b> Track the number of patrons who achieved self-identified education and job preparedness goals by January 1, 2018</p>	<p><b>Be Progressive:</b> Explore communication formats for improved and increased public feedback on organizational performance and responsiveness <b>Action Item:</b> Review Counting Opinions interface to make the library more responsive to ongoing issues by December 31, 2017</p>		<p><b>Construct Partnerships:</b> Explore ways to enhance Berkeley History Room by July 1, 2018</p>
F Y 2 0 1 8	<p><b>Focus on School Readiness Action Item:</b> Continue to expand services to enhance School Readiness and Grade Level Reading by the Third Grade Reading Level based on success of pilot programs by July 1, 2018</p>			<p><b>Construct Partnerships:</b> Begin process of new Strategic Plan by January 1, 2019</p>
	<p><b>Support Curriculum for All Generations Action Item:</b> Identify new or emerging electronic devices and digital platforms and formats to include as part of Library services and collections by July 1, 2018</p>			



**ACTION CALENDAR**

4/22/15

**TO:** Board of Library Trustees  
**FROM:** Jeff Scott, Director of Library Services  
**SUBJECT:** Library Facilities Naming Policy Review

**RECOMMENDATION**

Review and discuss the Library Facilities Naming Policy.

**FISCAL IMPACT**

There will be no fiscal impact.

**BACKGROUND**

The recent request to rename the South Branch after Tarea Hall Pittman does not meet the requirements established in the Library Facilities Naming Policy.

**CURRENT SITUATION AND ITS EFFECTS**

In 2011 the Board undertook a discussion regarding the naming of library facilities, this culminated in the adoption of a Library Facilities Naming Policy at a regular meeting of the board on January 11, 2012 by Resolution R12-004. The City Council adopted a policy regarding the naming and renaming of city facilities effective July 17, 2012, included in the *Berkeley City Council Rules of Procedure and Order*. To ensure the Library Board's policy on this matter was not in contradiction or conflict with the intent and language of the City's adopted policy, Library staff undertook a review of both policies and recommended revisions to the Board. On February 12, 2014 the Board adopted resolution R14-009 to approve a revised Library Facilities Naming policy.

**FURTHER ACTION**

Board discussion.

**Attachments:**

1. Berkeley Public Library Facilities Naming Policy as approved February 12, 2014





**BERKELEY PUBLIC LIBRARY  
POLICIES****SUBJECT: Library Facilities Naming Policy**

ORIGINAL DATE:	01/11/2012
BOLT Resolution #:	14-014
REVISED DATE:	02/12/2014
PAGE:	1

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1. This policy includes the naming of rooms or other areas or features within branch libraries or within other library facilities.
2. It shall be the general policy of the Board not to name any library facility for any person, living or deceased. However, in the rare instance where there are reasons so compelling that adding the name of a person to the geographic name of a specific branch library, or to another library facility, may be appropriate, it shall be the policy of the Berkeley Public Library to not recommend the naming of any library facility for any living person, or for any person deceased less than five years. This restriction permits the Board of Library Trustees to evaluate the lifetime contributions and accomplishments of a proposed honoree, and protects from making decisions in reaction to transitory or emotional considerations.
3. The Board of Library Trustees shall recommend a change to the name of a specific branch library only where:
  - a. There must be a strong consensus among library users and, residents of the surrounding neighborhood, to change the name of the library facility in question;
  - b. The new name should avoid controversy and not carry the banner of a transitory cause, no matter how worthy, but rather, reflect the tradition and stability of the Library as an institution, and
  - c. It must be in the public interest to approve the proposed name.
  - d. A proposed honoree should reflect the spirit of the Berkeley Public Library's mission of free and equal access to information for all;
  - e. A proposed honoree is associated with a myriad of services and has dedicated a substantial amount of energy, time, resources, leadership and/or volunteer service to improve and benefit the Berkeley Public Library system or the library facility in question. The depth and breadth of the contributions must be obvious and compelling and must reflect a dedication and beneficence to the Berkeley Public Library system or the library facility in question over a great span of time.
4. Adding the name of a person to a library facility is reserved for the rare individual whose dedication and service to the Berkeley Public Library system or the library facility in question is extraordinary, unique and of the highest quality.

**PROCEDURES FOR EVALUATING PROPOSALS TO CHANGE THE NAME OF A LIBRARY FACILITY**

Procedures for naming or renaming a library facility or space therein is covered in, The Berkeley City Council Rules of Procedure and Order. The Board of Library Trustees is the designated ‘lead commission’: overseeing, evaluating, and ultimately advising the council on any naming or renaming application of a public facility, in this case library operated facilities. The city policy further states, the lead commission shall receive and coordinate comment and input from other commissions and the public as appropriate. The procedure for hearing requests is set by the City of Berkeley, City Council Policy. Following completion of the process, the Board shall forward to Council its recommendation for final consideration.

In Addition,

1. If the proposal involves the addition of the name of a person to the geographic name of a library, the proponents of the name addition will be asked to provide thorough and rigorous written research demonstrating that the proposed honoree meets the stringent criteria set forth in this Policy.
2. The Board Chair shall schedule one or more meetings in the branch library for which the name is proposed and/or elsewhere in the neighborhood served by such facility, to obtain direct testimony from members of the public living in the neighborhood of the facility.
3. After giving proponents of the name change and the public an opportunity to be heard, after obtaining direct neighborhood testimony (in the case of a branch library proposed name change), and upon proper notice, the Board of Library Trustees shall call for a vote on the issue of whether the proposal meets the criteria set forth in this Policy and whether it is in the public interest to change the name of a library facility. The affirmative vote by a majority of the members of the Board of Library Trustees shall be required to recommend the change of a name of a library facility. In all cases involving branch libraries, the geographic name of the facility shall precede any added honorific name.
4. The Board of Library Trustees shall, either at the time it votes to recommend a name change, or in a subsequent meeting, designate the method of display of the new name or addition, which may be by exterior building signage, interior plaque, or any other means appropriate to the specific site. The party who proposed a name change of a branch library or other library facility shall bear all costs associated with changing the name, including staff time and material expenses, unless the Board of Library Trustees finds it in the public interest to waive this requirement in whole or in part.

<b>Reviewed by:</b>		
	Director of Library Services	Date
 <b>Approved by:</b>		
	Chair, Board of Library Trustees	Date



**INFORMATION CALENDAR**

April 22, 2015

**TO:** Board of Library Trustees  
**FROM:** Jeff Scott, Director of Library Services  
**SUBJECT:** Request To Rename the South Branch Library Update

**RECOMMENDATION**

Receive report from Jeff Scott, regarding update on South Branch Library Renaming.

**FISCAL IMPACT**

There is no fiscal impact from this report.

**BACKGROUND**

At the February 11, 2015 Board of Library Trustees (BOLT) meeting, the Library received Mr. Charles Austin's request to rename the South Branch Library after Ms. Tarea Hall Pittman. A letter was attached detailing her accomplishments as was a petition, with 1,000 signatures, to change the name. As per the *Library Facilities Naming Policy*, the submitted information was reviewed by staff.

**CURRENT SITUATION AND ITS EFFECTS**

The Library has very specific requirements to consider renaming a library facility. The *Library Facilities Naming Policy* was approved by the Board of Library Trustees on January 11, 2012 by resolution #12-004 and revised on February 12, 2014 by resolution #14-014 (attachment 1).

Of particular note are items 3e and item 4:

3. The Board of Library Trustees shall recommend a change to the name of a specific branch library only where:
  - e. A proposed honoree is associated with a myriad of services and has dedicated a substantial amount of energy, time, resources, leadership and/or volunteer service to improve and benefit the Berkeley Public Library system or the library facility in question.

The depth and breadth of the contributions must be obvious and compelling and must reflect a dedication and beneficence to the Berkeley Public Library system or the library facility in question over a great span of time.

4. Adding the name of a person to a library facility is reserved for the rare individual whose dedication and service to the Berkeley Public Library system or the library facility in question is extraordinary, unique and of the highest quality."

In addition, the Procedures for Evaluating Proposals to Change the Name of a Library Facility state:

1. If the proposal involves the addition of the name of a person to the geographic name of a library, the proponents of the name addition will be asked to provide thorough and rigorous written research demonstrating that the proposed honoree meets the stringent criteria set forth in this Policy.

At this time, we have not received sufficient information connecting Ms. Tarea Hall Pittman to the Berkeley Public Library nor to the South Branch Library. Without this critical piece to satisfy the Library Facilities Naming Policy requirement, library staff cannot bring this question to a vote by the Board of Library Trustees.

#### FURTHER ACTION

No further action is needed.

Attachments:

- 1) Library Facilities Naming Policy

**BERKELEY PUBLIC LIBRARY  
POLICIES****SUBJECT: Library Facilities Naming Policy**

ORIGINAL DATE:	01/11/2012
BOLT Resolution #:	14-014
REVISED DATE:	02/12/2014
PAGE:	1

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<b>Reviewed by:</b>		
	Director of Library Services	Date
 <b>Approved by:</b>		
	Chair, Board of Library Trustees	Date

## **Berkeley Public Library Foundation - April Report**

AfterWords- up-close events with authors, artists, and thinkers continues.

### **Coming up - Film Screening of Pelican Dreams Meyer Sound's Pearson Theatre**

**April 19 @ 3:00pm - 5:00pm**

You and your family can meet filmmaker Judy Irving, best known for "The Parrots of Telegraph Hill", at Meyer Sound's Pearson Theater for a screening of her newest documentary, "Pelican Dreams" which features a young brown pelican who mistakenly lands on the Golden Gate Bridge, re-igniting Judy's enduring fascination with these ancient, endangered birds.

### **Paris Transforming: The Beauty And The Horror Of Urban Reconstruction A Visual Show With Stories**

**By Leonard Pitt**

**April 26 @ 2:00pm - 4:00pm North Branch Library**

Leonard Pitt has excelled in acting, teaching, and writing, has written numerous books, and been a graphic artist and a mime. He has founded theaters and worked with inner city youth. And now, with this latest show about Paris, he can add archaeological super sleuth to his resume, as he brings old Paris to life right before our eyes.

### **A Conversation With Zac Unger, Author Of Never Look A Polar Bear In The Eye**

**May 3 @ 3:00pm - 5:00pm**

In 2008 local author Zac Unger moved with his wife and three children from comfortable Oakland to frigid and remote Churchill, Manitoba, population 943 - the "polar bear capital of the world." His book *Never Look a Polar Bear in the Eye* is a spirited and often humorous account of his family's time in this unique place. Your ticket includes Zac's book, which he will sign at the event, and afternoon treats at the reception.

### **A Conversation With Scott Saul, Author Of A New Richard Pryor Biography**

**May 3 @ 4:00pm - 6:00pm.**

This is your chance to meet Scott Saul and ask your own questions about his recently published book, *Becoming Richard Pryor*. This well written biography has grabbed the attention of reviewers across the country and abroad, who have acclaimed it as "riveting" (TIME), "masterful" (Newsreel) and "gripping" (Sunday Times). Berkeley's own Michael Chabon says "it's a fascinating, exhilarating read. It makes the worlds Pryor inhabited, and Pryor himself, come alive with a thrilling intensity. I didn't want to put the book down and couldn't wait to get back to it." The setting for this special event is Linden Street Brewery along with wine and snack creations from the new James Syhabout restaurant, The Dock at Linden Street.

### **East Bay Gives**

Mark your calendar, or better yet, set your alarm for midnight. On May 5 join us for a 24 hour on-line giving campaign. Anytime starting at 12:01 a.m and ending at 11:59 p.m. on May 5th go on online to [East Bay Gives](#) and give to your favorite Bay Area charities (we hope you'll choose us!) Encourage friends and everyone you know who loves the library to go on-line and give. The more who participate the more Golden Tickets (cash awards) are given to participating charities. Your timely donation could earn the foundation up to \$5,000 of additional money based on the on-line activity of a given every hour. It's easy and a fun way to support the library.







**INFORMATION CALENDAR**

April 22, 2015

**TO:** Board of Library Trustees  
**FROM:** Jeff Scott, Director of Library Services  
**SUBJECT:** Director's Report

**RECOMMENDATION**

Receive monthly report from Jeff Scott, Director of Library Services.

**FISCAL IMPACT**

There is no fiscal impact from this report.

**BACKGROUND**

This is a report provided by the Director of Library Services on a Monthly Basis.

**CURRENT SITUATION AND ITS EFFECTS**

**Update on Teen Renovation at Central AKA Inventing Your Library**

Presentation workshop provided by Noll and Tam with the Teen Advisory Group for Central prior to tonight's BOLT meeting. Project is currently slated to start March 2016.

**Update on Security Audit**

New Behavior Guidelines have been vetted by the Security Committee, Library Managers, and Library Council. They are currently being reviewed by the City Attorney for further adjustment. Once reviewed it will be review by the Board of Library Trustees.

**Update on Strategic Plan**

Plan Draft has been reviewed by the Library Managers and will be provided to the Board of Library Trustees at the May meeting.

### **2015 Berkeley Design Advocates (BDA) Design Awards**

I attended the 2015 Berkeley Design Advocates Design Awards. Berkeley Public Library's West Branch and South Branch were both honored by the group.



### **West Branch Library Zero Net**

Architectural firm Harley Ellis Devereaux was honored at the Living Future BIG BANG Awards Ceremony held by International Living Future Institute in Seattle Washington on April 2<sup>nd</sup> for the work on making Berkeley Public Library's West Branch the first Zero Net public library in California.



### **Organizational Chart Change**

As part of the strategic planning process we will need to make some organizational chart changes. This is reflected in the budget workshop documentation. We are moving Technical Services away from information Technology and placing them with Collection Development. This will allow Collection Development and Technical Services work closely together on issues with the collection. Collection

Development orders and tracks library materials and Technical Services processes and maintains the library's collection.

Further changes will have Adult Services report directly to the Director of Library Services to allow increased focus on Collection Development changes. This will also broaden Anwan Baker and Joy Shiohita's role in managing the Central Library.

We have also decided that Teen Services will be moved under Children's and Neighborhood Services to create a stronger focus on all youth services.

Lastly, we will have a proposal to centralize the collection development ordering. Currently, we have over 25 selectors at the library who each have to manage the technical ordering. It takes up about 20% of their time. The goal is to reduce the amount of technical ordering these selectors do to free up that time for other tasks in alignment with the strategic plan. We are currently working with selectors to develop a plan to reduce their workload while also allowing them to provide input and specialty for the collection. We will include subject specialists to continue to order for children's materials and graphic novels.

#### **Bond Funding Follow-up**

I was informed that we can only use remaining Measure FF Bond funds on the branches. Budget Director Dennis Dang and I are working on a plan to use remaining funds.

#### **National Library Week/National Library Worker Day**

July Cole set up provisions and treats for all branches for the week of April 14<sup>th</sup>, National Library Week. I went around and served staff as a way to thank them for their service.

#### **Possible American Library Association plans for June in San Francisco**

As a result of the accolades from West Branch we are submitting an idea to ALA to include a tour of West Branch with some local catering to talk about how it all came about. We are waiting to hear back on the proposal from local California Library Association officials.

#### **FURTHER ACTION**

No further action is needed.

Attachments: none.





**INFORMATION CALENDAR**

April 22, 2015

**TO:** Board of Library Trustees  
**FROM:** Jeff Scott, Director of Library Services  
**SUBJECT:** Library Operations Report

**RECOMMENDATION**

Receive monthly on Library Operations.

**FISCAL IMPACT**

There is no fiscal impact from this report.

**BACKGROUND**

This is a monthly report on library operations.

**CURRENT SITUATION AND ITS EFFECTS**

See attached reports.

**FURTHER ACTION**

No further action is needed.

**Attachments:**

- 1) Adult Services Report
- 2) Berkeley READS Report
- 3) Central Children's Room Report
- 4) Claremont Report
- 5) North Branch Report
- 6) South Branch Report
- 7) West Branch Report
- 8) March Statistics



## Highlights

- **Flash Fiction Funshop** was the third in our series of 2-hour memoir writing workshops led by the inspiring teacher and author, Frances Lefkowitz. Flash fiction consists of very short stories of between 100 and 1,000 words. Frances began the class with several readings from published flash fiction writers which demonstrated how this form uniquely utilizes certain facets of writing. She followed this with a simple writing assignment inspired by the readings. This was followed by 10 to 15 minutes of writing on the part of the participants. Then participants had the opportunity to read their work to the class. This four-step process was repeated throughout the class, each time focusing on a different writing style or technique well-utilized in flash fiction writing.



- The SF Shakespeare Festival brought their touring company production to Central to perform **"As You Like It"**. The performance was a 55 minute production, masterfully edited to preserve the story and the best lines, performed by a talented cast of 5 actors who play all the parts, using costumes, posture, vocal inflection and demeanor to make their many characters easily distinguishable. We had an audience of 90 attendees lined up in the hallway, ready to get the best possible seat in the Community Meeting Room.
- In March, we wrapped up the first 4 weeks of the **Computers for Seniors** course that we are partnering with the Center for Independent Living to present. The group started with the very basics and is now learning how to use email. We have been averaging 9 students per class with a core group of 7 staying with the program so far.



- **“Berkeley and the New Deal,”** a discussion by Harvey Smith centered on his new book with the same title, and about the effect of the Franklin Roosevelt’s New Deal era public works projects in and around Berkeley in the 1930s and early 1940s. In this program attended by 17 patrons, the community learned about the significant impact that the New Deal had on Berkeley, and the fact that much of it is still with us – from the Aquatic Park and the Rose Gardens to Art installations at the Post Office on the UC Berkeley campus.
- The **Library on Wheels** was out enjoying the spring weather in March with appearances at all 3 Farmers’ Markets. In 3 appearances, we checked out 36 items, made 2 Library cards, and 17 adults and kids participated in craft activities. We brought some vinyl records to the South Berkeley Market where an enthusiastic patron checked out several albums. (***The Library on Wheels is a Berkeley Public Library Foundation funded service.***)



### General Information

- In the month of March Jef Findley has been spending time negotiating and preparing a large digitization project for the Berkeley History Room. In this project funded by a generous grant from the Friends of the Library, we are working with Internet Archive and planning to scan the Berkeley public school yearbooks. Some 450 books are scheduled to be digitized and made public available via the Internet ranging from the 1890s to the 2000s.
- After the successful January 2015 tour of A&M by the Etude Club of Berkeley, Debbie Carton was asked by a member of the Berkeley Piano Club to give the same tour for this venerable institution (established 1893). The tour was focused on finding recordings and scores, and exploring online resources for music.
- Central Adult Services met Noll and Tam architects regarding the Central Library Teen Room Project.
- Adult Services staff attended training on using Blood Borne Pathogen supplies.



## Highlights

- Cultural Arts Literacy field trip to Asian Art Museum (funded by FOL and in-kind admission) provided life skills' opportunity; Randy, a student from Options, shared his excitement in reference to a display----“...Because I'm learning to read like in this program I can read this sign and know what it's about. Before I used to always just look at pictures like in old National Geographic magazines and try to figure it out...”



Berkeley READS students in front of Asian Art Museum

- Adult Learner on Staff and Library Literacy Instructor attended Day In the District appointment meeting with Senator Hancock; Learner on Staff spoke in person with the Senator's Assistant at the end of meeting and provided a copy of her personal testimonial.

### DAY IN THE DISTRICT—My Life Story

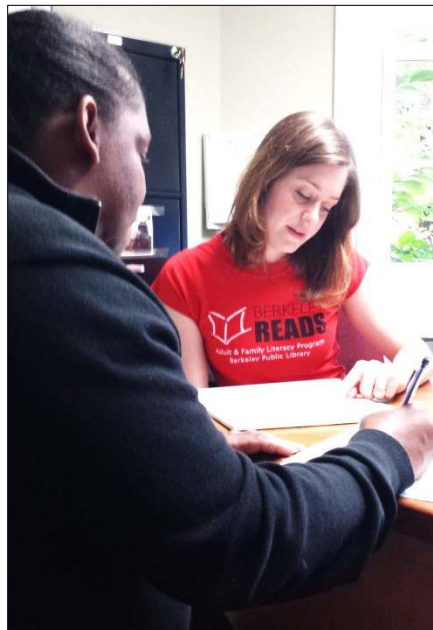
My name is Alma Miller; I am currently the Adult Learner on Staff with Berkeley READS Berkeley Public Library Adult Literacy Program. I was born and raised in Northern California. I am the youngest of nine. Growing up in a large family was challenging. I began to work at the age of thirteen to help my parents out. Throughout my life, I have struggled with reading. I would only read when necessary for work, homework, and learning new things. In my senior year at high school, I was told I could not graduate on stage due to my pregnancy and I was not a role model for my peers. I then decided to drop out. I struggled to find work and not having a diploma made it ten times worse. During my twenty-eight years of marriage, I made it a point to teach my children to love school. I am a proud mother of two daughters, one of whom is deaf, and two sons whom are all in college. In September of 2008, I was laid off my job and my youngest son challenged me as to who would finish school first. I took the challenge and completed my GED in 167 hours. Richmond Library literacy Program helped me reach my goals. I went back and volunteered to give back what was given to me. I freed myself from the shame of not finishing my GED to being proud of my hard work. Now I know I can begin college, I can Proclaim, “What do I want to be when I grow up?” and “It's never too late to learn.” I believe in helping others by empowering individuals to learn to read.

By: Alma Miller

- Outreach Tutoring at New Bridge Residential Treatment Program continued weekly sessions with Program Director requesting to increase number of students.

**General Information**

Family Class conducted community trip to Habitot (in-kind admission). Program Coordinator completed trainings for Supervisory Skills for the First Line Supervisor/Manager and Bio Hazards/Pathogen Safety. Bay Area Book Festival confirmed the title of adult learner book testimonial panel presentation-- A Journey to Literacy: Adult Learners in Conversation ---to be presented at the Berkeley Public Library/ Central Community Room on Saturday June 6 at 1pm.



**Outreach tutor with New Bridge student**

## Highlights

For the third consecutive year, BPL collaborated with the Berkeley Unified School District (BUSD) to present early literacy events for families at the Franklin, Hopkins, and King BUSD preschool sites. Retired teacher and dedicated volunteer Louise Rosenkrantz led the planning efforts. The "fiestas" encompassed 18 class visits: 2 by BUSD staff, 1 by Erica Dean Glenn, and the remainder by Alan Bern. Staff demonstrated *dialogic reading* to parents and caregivers, while also modeling the use of finger plays and rhymes, puppets, flannel boards, and a variety of stories. Rhyme booklets were given as gifts from BPL to all parents/caregivers along with library handouts. BUSD gave free books to all of the preschool children and supplied refreshments to all classes after the presentations. Franklin Preschool teacher Gladys Biscocho enthusiastically wrote, "Thank you for coordinating another successful Literacy Fiesta! The children really enjoyed Alan's storytelling and the free books! The families all gave positive reviews! Please extend our gratitude to Alan and Berkeley Public Library."



Each year our 4<sup>th</sup> & 5<sup>th</sup> Grade Book Club enjoys a virtual visit via Skype with the author of one of the books that we read. This year's writer was Bruce Coville, popular author of over 100 books for kids, including this year's 4<sup>th</sup> & 5<sup>th</sup> Grade Book Club selection, *Jeremy Thatcher, Dragon Hatcher*. Bruce is an energetic man who chatted from his home in Syracuse, NY and who shared lots of stories about his long career writing children's books. During the hour-long visit, he answered the many questions of book club members with humor and wisdom. As he signed off, he left us with words to inspire us to reach out and take hold of our dreams. It was a memorable time made possible by today's technology and the Friends' generous financial support.



The Central Children's Room celebrated Youth Art Month by offering a series of arts and crafts programs on Saturday afternoon. Coordinating with the ongoing monthly Knitting Hour at Central, Armin Arethna taught 22 people how to do finger knitting. Using only their hands and a variety of donated yarns, a diverse group of girls, boys and their adults hunched over their fingers, focused on getting a long length of finger knitting. The kids picked up the technique amazingly quickly, and impressed their siblings and parents, who were working on their own finger knitting. This intergenerational program had children as young as 6 years finger knitting next to their grandparents, discussing the color of yarn they were going to work with next.

## General Information

Maintenance staff removed the top row of metal shelving in the children's DVD area, improving sightlines, as recommended by safety consultant Warren Graham.

IT replaced the broken digital display screen near the CCR entrance.



**Highlights**

Master Gardener and Composter Lori Caldwell presented two great workshops on back yard gardening this month. Both got rave reviews for their practicality, and her “you can do this and it doesn’t have to break the bank” attitude. She was so personable and so accessible that patrons lingered until the doors closed to talk with her. Attendees included a volunteer gardener organizing a public elementary school garden and most patrons were new to Claremont.



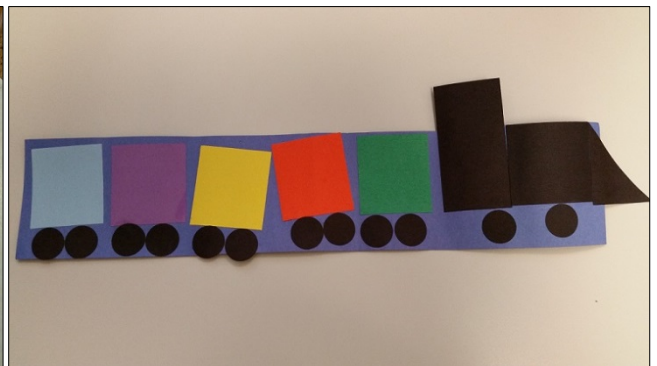
Master Gardener & Composter Lori Caldwell

On March 7th, the San Francisco Opera presented Mozart’s Magic Flute for Families – The Movie at the Claremont branch, the first of many screenings of this production that are being hosted throughout the Bay Area this spring. A teacher from SF Opera’s Education department provided a brief introduction before sharing this spellbinding production with an audience of over 100 attendees.

On March 30th, the second session of *The Culinary Kid*, a series of programs designed to expose children ages 8-10 to the world of fine food and its local experts, was also hosted at the Claremont Branch. March’s session, *All About Cheese*, was led by Cheesemonger Jason Plunkett from the The Pasta Shop - 4th Street. Participants not only had the opportunity to taste many varieties of cheese, but also enjoyed learning about the history and science behind this culinary delight!



Teens Make Something!  
Totoro craft with perler beads



Preschool Storytime crafts

**General Information**

This month’s Claremont Book Club discussion was on the award winning, runaway best seller *All the Light We Can Not See* by Doerr. It was a smashing success, with members coming back days/ weeks later with friends in tow seeking copies of this wonderful book that sparked such a great conversation.

March was the first month of Nikki’s Teen Reading Club. The group has (re)read the first three books in the Harry Potter series and discussions have been lively. Each week, there is a new young

patron who comes to the teen room without knowing about the program, joins the discussion, and vows to return to the program in the future. In addition to discussion, there have been some crafts and sorting hat quizzes, resulting in talk of informally renaming the program “The Hufflepuff Club”.

The Claremont Flex space became reservable for two hours each week starting this month, a change implemented as a response to Stakeholder feedback given last year. Within the first week we had an April booking.

Shani and Karin attended the day-long Supervisors’ training and the Blood borne pathogen/CPR training in March. Later in the month, Steve and Walter from maintenance visited the branch to conduct a brief training for the rest of the staff on the same subject. Nikki continued her work on the Designthinking project and trained a new team member to work on the project this month. Michael made inroads with one of the remaining preschools in the neighborhood that was not visiting us at least twice a year. Griffin Preschool loved their first visit, and they are slated to return later in the year.

Maintenance fixed several small issues affecting the Children’s portion of the building; including repairing the locking closet in the flex space, replacing several lights in that area, mending some water damage creeping down from the ceiling above the bookshelves by the computer area, and arranging for the vendor to fix a stuck blind high in the flex space.

**Poetry Circle** on March 12 had 5 people attending; 3 of them returnees, 2 new. One of the new attendees wanted to take a moment to discuss the poems. We had not done that before, but the discussions were friendly and fruitful. Participants shared their own work as well as poetry by others.

## Statistics

FY15-Claremont	March	
	events	attendees
Pre-School (0-4) @Library	22	1592
Pre-School (0-4) outreach	1	15
School Age (5-11) @Library	7	190
School Age (5-11) outreach	0	0
Young Adult (12-18) @Library	10	80
Young Adult (12-18) outreach	1	10
Adult @Library	5	37
Adult outreach		
Senior @Library		
Senior outreach		
Computer usage	1296	
Gate Count	6840	
Circulation	21,747	
Meeting Room bookings		
Volunteer hours	8	
Information requests	1821	
Circulation of Children’s Materials	11,658	



## Highlights

Children's Librarian David Howd hosted a very well-received Duct Tape Art event. Story times and Paws to Read also resumed for Spring.

Teen Librarian Jack Baur ran his two regular monthly programs at the North Branch this month, Make Something! and Teen Games. The 9 total sessions served 149 teens. Crafts for this month included paper monsters, buttons, and black-out poetry (which is now on display in the Teen Room).

We also had a special demo of a game that is just about to go into production on Kickstarter called Mangaka. Mangaka was developed by a former editor at Viz (he worked on *Shonen Jump Magazine*, which the teens found highly awesome) and is built around players quickly creating 2, 4, 6, and finally 8 panel comics in just five minutes, incorporating a variety of randomly selected themes, characters, and events. The teens had a great time and gave the game developer a lot of valuable feedback. He did on-camera interviews with a couple of the teens after the session, and is using those interviews in the video for his Kickstarter campaign, which is currently running. Jack will be ordering a copy of the game for future library programs and several of the kids will be receiving free copies for their participation.

Other Games sessions attracted the usual diverse and rowdy bunch. Aside from the Wii games, this month the collaborative board game Forbidden Island and checkers were both very popular, and Jack is trying to introduce several new adventure board games.

North's adult reading area was enlivened by a month-long display of photograph panels from events hosted by the City of Berkeley's Artist Honoree for the month of March, Patricia Bulitt. Ms. Bulitt's Creek Dance efforts were instrumental in the daylighting of the Codornices and Strawberry creeks, and her Storytelling Tea Parties celebrate girls and the influential women in their lives.



Photo Panels at North Branch

In addition to the panels, Ms. Bulitt hosted a well-attended Thursday evening event during which she explained the vision behind her Creek Dances and Tea Parties. City Council Member Laurie Capitelli kicked off the evening, which also featured, of course, tea and tales of influential women in the lives of the attendees.



Patricia Bulitt and City Council Member Laurie Capitelli

**General Information**

David Howd was out for much of March, which had a spillover effect on branch staffing in general. That, coupled with the absence of one Library Assistant who is working out of class at another location and the two lingering Library Page vacancies, has led to some overall thinness in staffing. Staff at North has exhibited excellent teamwork in the face of these challenges.

**Statistics (Branches only)**

FY15-North	March	
	events	attendees
Pre-School (0-4) @Library	7	204
Pre-School (0-4) outreach	1	29
School Age (5-11) @Library	2	28
School Age (5-11) outreach	0	0
Young Adult (12-18) @Library	9	149
Young Adult (12-18) outreach	0	0
Adult @Library	4	56
Adult outreach	0	0
Senior @Library	0	0
Senior outreach	0	0
Computer usage	1,643	
Gate Count	29,559	
Circulation	22,941	
Meeting Room bookings	33	
Volunteer hours	0	
Information requests	4355	
Circulation of Children's Materials	3504	
Circulation of Teen Materials	88	



## General Information

South Branch launched a staff picks service this month with all staff participating. It has been wildly popular with patrons and staff members have enjoyed seeing their beloved books, movies, audiobooks and music going home in new hands.

## Highlights

### Children's Report:

One of the highlights of March was the Comic Making 101 event with comic artist Brian Kolm. A strong showing of enthusiastic young artists created a huge variety of comics.



South Branch's weekly baby/toddler program was well attended as well. The family yoga program is providing an opportunity for preschoolers to engage in large motor movement activities.

### Teens Report:

South Branch had its first meeting by and for teens to talk about teen services at the library. It was a successful meeting with 10 teens in attendance and lots of feedback provided about behavior guidelines and program possibilities.

We also continued the popular weekly Homework Café and Make Something programs. Among the projects that teens made this month were altered board books and decoupage candle holders.





And we have been experimenting with different ways for the teens to engage with the teen room space including turning the teen room wall into a customizable map of South Berkeley.

Adult/Seniors

One of the key points to be taken from the Town Hall portion of our strategic planning process was that people want the library to present more opportunities for connecting with their neighbors in the wider community. With this in mind, the third event in our Black/US history cycle aimed at bringing people together to discuss a book and watch a documentary that focused on The Great Migration of African-Americans out of the South and into the Northern, Eastern and Western parts US. It was packed, respectful, living and engaging program and dialogue. The diverse crowd of people shared parts of their respective family histories as we learned more about the shared history of being American. As part of this event I went a couple of neighborhood senior centers to do some outreach and remind folks of the upcoming event. It was a joy to see how deeply engaged some staff members here were in making sure that the event came off without a hitch. I was so engaged with staging the event and mediating the dialogue that I forgot to get some photos. Other than that it will certainly go down as a day to remember at the South Library.

**Statistics**

FY15-South	January	
	events	attendees
Pre-School (0-4) @Library	9	268
Pre-School (0-4) outreach	0	0
School Age (5-11) @Library	1	32
School Age (5-11) outreach	0	0
Young Adult (12-18) @Library	7	61
Young Adult (12-18) outreach	0	0
Adult @Library	1	55
Adult outreach	0	0
Senior @Library	1	55
Senior outreach	2	75
Computer usage	1414	
Gate Count	15115	
Circulation	15190	
Meeting Room bookings	2300	
Volunteer hours	0	
Information requests	2900	

## Highlights

### West Children's Services Report

Forest Fairies Program had 19 people total, and all had a very good time. Both Moms (& one Dad) and kids all wanted to know when it would happen again.

We're hoping to offer the program again in fall and open it up to adults too, even if they don't have kids.

It really was a terrific success.

For the sixth straight month, 110 REALM Middle school kids made a regular, visit to West Branch.

### March 2015 West Branch Teen Services Report

We celebrated the arrival of our new 1 ½" button maker. REALM Charter School and King Middle School logos were very popular as well as anime images from Attack on Titan, Sonic, and Full Metal Alchemist. Teens also have a wide selection of discarded magazine to cut images from and then press into beautiful, professionally made buttons.



Another popular activity from our Make Something club has been high-tech paper airplanes. The Teen Room offers a great space to not only make these, but also fly them!



Our teens are continuing to make wonderful contributions to our Art, Music & Writing Club. Pancho shared a beautiful self-portrait and Maddie has used the time to draw great manga creations. Antonio is more comfortable sharing his drawings. It looks like we will have enough for a fine teen zine!

### Adult Services Report

We offered our extremely popular tax service and we had 128 people served in eight days.

Café Literario attracted twenty-three adults to discuss a Spanish novel in Spanish. Our monthly lawyer assisted three patrons with legal questions.

## Statistics

FY15-Branch	west	
	events	attendees
Pre-School (0-4) @Library	10	324
Pre-School (0-4) outreach	5	61
School Age (5-11) @Library	5	129
School Age (5-11) outreach		
Young Adult (12-18) @Library	8	44
Young Adult (12-18) outreach		
Adult @Library	10	154
Adult outreach		
Senior @Library		
Senior outreach		
Computer usage	2012	
Gate Count	13647	
Circulation	13249	
Meeting Room bookings	27	
Volunteer hours	2.5	
Information requests	2087	

FY15 - All Locations	March	
	events	attendees
Pre-School (0-4) @Library	57	2788
Pre-School (0-4) outreach	28	822
School Age (5-11) @Library	26	670
School Age (5-11) outreach	1	45
Young Adult (12-18) @Library	35	350
Young Adult (12-18) outreach	1	10
Adult @Library	20	302
Adult outreach	0	0
Senior @Library	1	55
Senior outreach	2	75
Computer usage	15374	
Gate Count	65161	
Circulation	73127	
Meeting Room bookings	83	
Volunteer hours	10.5	
Information requests	11163	
Wireless Users	6325	
Circulation of Children's Materials	15162	