



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 11/12/02
AGENDA ITEM _____
WORK SESSION ITEM WS3

TO: Mayor and City Council
Library Commissioners

FROM: Library Director

SUBJECT: Library Planning Process

RECOMMENDATION:

It is recommended that the City Council and Library Commission review this report and comment on the selection of preliminary library service responses that will be used to develop a Library Plan.

BACKGROUND:

The City is conducting a Library Planning Process to improve library services by matching those services to community needs, interests and priorities. An early step in this process was that of identifying community needs and priorities in a public "scoping" meeting. Information from the community "scoping" meeting and information about current library services was considered by Council members and Commissioners during a joint work session on October 15, 2002 to select preliminary service responses that would respond to community needs.

DISCUSSION:

The meeting today is the second in the series of joint work sessions with the City Council and Library Commission to assist in the selection of preliminary library service responses that will be used to develop a Library Plan. At the first work session, Council members and Library Commissioners were asked to provide their own sense of community needs. As there was limited time for Commission input at the joint work session, part of the October 21, 2002 Library Commission meeting was devoted to gathering this input from Commissioners. The work session today will provide a summary of these discussions (presented as Exhibits A).

Staff also presents for discussion today the assessment of suggested library service responses and their impact on current Library activities. Staff notes that the Library Planning Process undertaken by the Library in 1988/89 used the **Public Library Development Process** published by the American Library Association (ALA). This planning guide offered eight roles that public libraries could select to play in their communities. The Hayward Public Library selected three of those eight roles:

Popular Materials Library – features current, high-demand, high interest materials in a variety of formats for persons of all ages.

Reference Library – actively promotes timely, accurate, and useful information for community residents.

Door to Learning – the library encourages the community to develop an interest in reading and learning through literacy services and service to special populations such as children and immigrants.

The Mission Statement of the Library was developed from the selection of these roles:

The Hayward Public Library is committed to providing materials and services that support each individual's right to know and that encourage the development of a lifelong interest in reading and learning. The Hayward Library is a popular materials and reference center, actively promoting use of its diverse collection through the assistance of trained and helpful staff. The Hayward Library serves as an advocate and resource for new readers of all ages.

The subsequent library planning process initiated by the Mayor's Blue Ribbon Task Force on Library Services in 1996 established performance goals for the Library, however, this process did not change the roles and mission of the Library. These three roles and this mission are still embraced today.

Staff review of the discussion following the joint Council/Commission work session found that several of the library service responses offered for selection in **Planning for Results** (the current planning guide published by ALA) correspond to the roles selected by the Library in 1988/89:

Current Topics and Titles – the library provides materials that help to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreation experiences.

General Information – the library helps meet the need for information and answers to questions on a broad array of topics related to work, school and personal life.

Lifelong Learning – the library provides and maintains an extensive collection of circulating materials on a wide variety of topics in which the general public has a sustained interest.

Basic Literacy – the library addresses the need to read and to perform other essential daily tasks.

Cultural Awareness – the library offers materials in many formats and services that reflect the cultural heritage of the populations in the library service area.

The library service responses of Commons and Formal Learning Support, discussed by the Council and Commission, reflect services that are not currently provided by the Library.

Staff suggests that Current Topics and Titles and General Information might be combined into one service response that reflects the roles of Popular Materials Library and Reference Library. This could be accomplished by considering 1) "General Information" for Hayward as more popular, current items (*as opposed to more in-depth research that can be provided through the Library's participation in LINK+*), and 2) "Topics" as representing informational materials and "Titles" representing recreational materials. Lifelong Learning and Basic Literacy might be combined into another service response that reflects the roles of Door to Learning and Reference Library. The Library also embraces, in limited and specific ways, the service response of Cultural Awareness through collection development, programs and services. Staff believes that the Library is already doing a good job in these areas and that they would be building on current Library strengths if these library service responses were selected as priorities.

The two library service responses that would address community needs rated as priorities by the Council, the Commission and the public were those of Formal Education Support and Commons. Staff feels very strongly, based on daily experience with students who use the Library, that the service response of Formal Learning Support should be considered as both a short term and long term goal of the Library. The Library is currently linked to 32 other public and academic libraries. This link provides access to these collections and includes the quick and efficient loan of materials between participating libraries. This expanded capacity would support formal learning. The ability of the Library to make these kinds of links might also be extended to linking with area schools with a materials delivery component. This might be accomplished with a pilot project in one school as a short-term goal and, if successful, extended to other schools in the future. Staff also believes, should these links be successful, that providing community access in selected schools might be a way to address neighborhood/branch library services in the long term

Staff recommends the service response of Commons be considered as a long-term goal only achievable in the event existing library facilities are expanded or new facilities are constructed. The same is true for the goal of branches and/or neighborhood library services. Achieving this goal will be a long-term activity dependent on financial resources and/or the ability of forging cooperative partnerships with other community agencies and organizations. Another activity that was supported by the Council, Commission and participating community members was that of linking the Library with community schools, agencies and businesses. Staff suggests this activity can be conducted in a limited way in the next several years and more extensively in future years.

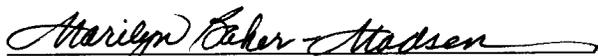
Staff recommends that the Council and Commission consider the selection of Cultural Awareness as a library service response that overarches the combined responses of Current Topics & Titles and General Information, the combined responses of Lifelong Learning and Basic Literacy and the new response of Formal Learning Support. Should these recommendations be selected, the following library service responses would determine the Library program:

- Current Topics, Titles and General Information
- Lifelong Learning and Basic Literacy
- Formal Learning Support through Linking
- Cultural Awareness (as an element of each of the previous library service responses)

NEXT STEPS:

A public workshop to review and respond to the selected library service responses will be conducted on November 20, 2002. A subsequent joint Council/Commission work session on December 10, 2002 will be held to review public response to service priorities and to take any action necessary.

Prepared and Recommended by:


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Approved by:


Jesús Armas, City Manager

Exhibit A - Summary of Council/Commission Discussion of Community Needs

Summary of Council/Commission Discussion of Community Needs

Response from City Council members and Library Commissioners during the joint Council/Commission work session on October 15, 2002 and the Library Commission meeting on October 21, 2002 was directed to eight of the thirteen Library Service Responses. No interest was expressed for the library service responses of Community Referral, Consumer Information, Government Information and Local History & Genealogy. In addition, branches and/or neighborhood library services and linking, two areas not identified in the list of library service responses, received priority rankings from both groups.

Formal Learning Support. Many of the comments offered in this category supported collaboration and linking with area schools as a means to address this service response. Comments included establishing portables at school sites, coordinating with schools to enhance the efforts of schools and the public library, and establishing the role of the public library as one of support rather than taking the place of the schools.

Basic Literacy. It was noted that the Library serves as a means to improve educational levels in the community and that adult literacy was very important. The current Literacy Plus Program is the shining star of the Library, not just the work done, but also all of the community volunteerism and involvement.

Commons. The Library, especially if a new Main Library is constructed, could meet the increasing need for community meeting space. The facilities, programs and recreational opportunities that the Library currently offers to the community were recognized as a strength of the Library serving to meet several important needs in the community.

Current Topics & Titles. Observations about this service response focused on services to children and young adults as a very strong role of the Library. This service response was also seen as an important and necessary service for our community with a lifelong focus.

Lifelong Learning is a service, by definition, that applies to people of all ages and is a primary role several members thought the Library should play. It was noted that young children not be left out of this service; that lifelong begins at birth.

Cultural Awareness. This response was noted as being very important to consider because of the multicultural and multiracial aspect of our community.

General Information is a service response to continue to meet community information needs. It was observed that many people in the community turn to the Library when they have questions that need to be answered.

Information Literacy was seen as a very important service for the Library to provide, especially to those people in our community who do not have the technology in their homes or in their schools to help address the need to gain skills to find and evaluate electronic information.