

DRAFT**MINUTES****Library Advisory Commission (LAC)****REGULAR MEETING****October 26, 2017**Community Meeting Room, City Hall
250 Hamilton Avenue**Commissioners Present:** Sheena Chin, Doug Hagan, Bob Moss, Amy Murphy,
Brigham Wilson**Council Liaison** : Lydia Kou**Staff Present** : Monique Zieshenne, Diane Lai, Ryan Hess,
Evelyn Cheng

CALL TO ORDER – Chair Hagan called the meeting to order at 7:00 p.m.

ORAL COMMUNICATIONS – No oral communications

AGENDA CHANGES, REQUESTS, DELETIONS – None

- Moss moved to accept the agenda for the meeting, seconded by Murphy and the motion passed unanimously.

BUSINESS1. Approval of Draft Minutes of Special Meeting on August 24, 2017

- Moss suggests to change the minutes on page 2, the second paragraph from the bottom from 'problems in the world and looking at them in the future' to 'problems in the world and how libraries may look at them in the future.'
- Moss moved to approve the minutes with the correction that he suggested, Wilson seconded and the minutes for August 24, 2017, were approved.

2. 2017 Pacific Library Partnership (PLP) Technology & Innovation Grant – Robots and Virtual Reality Station

- Diane Lai, Head of Information Technology and Collections Division and Ryan Hess, Manager, Digital Initiatives presented on grant-funded technology, digital resources and social media in the library.
- The Technology and Innovation Grant is funded by Pacific Library Partnership (PLP). The grants are awarded each year to libraries in two categories, Innovation and Technology Opportunity Grants and the Grant Replication Program.
- These grants are highly competitive and the winning libraries are thought to be the best representing innovative ideas for improving communities.
- The goal of the grants is to position libraries for the future. The four objectives for the grants are to generate excitement for library services, creating opportunities for the public to engage in technology, library appearance in media regarding the use of technologies, and helping the community better understand the virtual future of the libraries.
- After the Palo Alto library received the grant, Staff decided to carry out three experiments to help the library fulfill the four objectives that the grant requires.
- One experiment was designed around a robot named Beam. Beam makes it convenient for one librarian to have a remote telepresence in the other library branches. Another experiment called NAO, which is a humanoid robot named Dewey, and the third experiment was a supercomputer station. The supercomputer is used for virtual reality and 3-D modeling. The supercomputer is located at Mitchell Park Library.
- Hess went over how the community reacted to the three different experiments. With Beam, data was measured to see how the public reacted by using eye contact and asking questions of the robot. NAO was tested during children's story time and also a programming tutorial was presented to the public to test out the programming interface. For the supercomputer, tutorials were run by volunteers to coach the public on how to use the software and build various things. Overall, the public engaged and enjoyed the robots in the libraries.
- A suggestion was made by Moss to invite local technology companies to come to the libraries and introduce their new technologies to the public. Hess explains that the library sends people to local technology conventions to learn about new technologies.
- Next steps are to train volunteers on Beam and greet patrons. NAO has an educational component to it so the plan is to teach kids to program the robot.

Later down the road, the hope is to hold competitions for kids to see who can program the robot doing certain tasks the best.

- Ziesenhenne addresses Chin's question that there will be no Staff layoffs because of Beam. There is only one Beam and a Staff member still needs to run the robot. Ziesenhenne also explains that it is possible for patrons to schedule Beam to attend programs and that is to be explored more.

3. Library Digital Resources

- Digital resources include databases, readers advisory tools, tutorials, e-books, e-magazines, e-music, and e-movies.
- The library currently has a total of forty-one resources. Twenty-four offer comprehensive coverage such as Gale and the EBSCO, which are two of the largest databases in the nation. Thirteen offer reading and listening materials and then four offer readers advisory and tutorials.
- During the presentation, Lai explains that the libraries work with Califa to purchase these resources. Califa is a non-profit membership cooperative and includes most of the libraries in California. Califa helps with cooperative negotiations and that helps ensure the libraries get a good discount.
- In terms of usage, there were 305,111 successful retrievals and downloads from the library databases. Then close to 98,000 check-outs for e-books, e-magazines, and e-movies combined.
- To advertise the digital resources, there are handouts in the libraries, there are Staff members that travel to the schools to tell children about the resources, and the library website is the main promotional tool for the digital resources.
- Hess talks about the new catalog the library is coming out with that is based on a program called BiblioCommons and will have a soft launch on November 21st. Then a hard launch, where the library will switch over to it full-time, will be on January 24th, 2018.
- BiblioCommons integrates online resources into a catalog and helps market the resources based on where the user is, who they are and what they like.
- The library website has an e-Library page that is designated to just digital resources. That page is split up by audiences to better help patrons navigate to what they are looking for.
- An Online Resources Committee was formed to work on all other areas relating to digital resources. One task the Committee is working on is to update the

Collection Development Policy. Another task the Committee is undertaking is to figure out what resources to eliminate because of budget cuts.

- Zieshenne addressed Chin's question that Sierra is the system that holds the customer records and all of the records for each item. BiblioCommons is replacing the Encore Program and will be the new search platform so both systems work together. BiblioCommons, through the website, searches everything the library has cataloged and pulls it to the searcher's attention.
- BiblioCommons and Sierra was considered a technology capital improvement project and it was not a part of the libraries operating a budget. The library is responsible for the maintenance cost on an annual basis.
- Zieshenne addresses Hagan's question that in fiscal year 2018, the library was required to reduce the library budget by \$58,000 in an ongoing way. Those cuts were made on the digital resources level.

4. Use of Social Media Marketing and BiblioCommons

- By using social media, such as Facebook, Twitter, and Instagram, the libraries can promote programs, advertise upcoming events, show changes to the libraries and promote various resources and materials the library offers to the public.
- A study was conducted using social media to inform the future plan for a digital strategy and that will also be part of the marketing plan.
- Facebook has 1,841 followers, 96% are women and almost half are between the ages of 25-54. For Instagram, there are 298 followers and Twitter has 978 followers with 54% who are men.
- Social Sprout and Hootsuite are tools that help compile the usage of the social media sites for the study. Facebook is the main social media platform for adults, it's a great channel to reach women and women with children. Instagram shows patrons photos of events that happen at the library and is used for promotional posts. Twitter is best used to reach men between the ages 25-54.
- Hess explains how BiblioCommons can integrate comments posted on social media sites to the library's website.
- BiblioCommons company is able to update and keep up with internet advances. This will help keep patrons more involved with the library through an easier website to navigate through the library virtually.
- Librarians are responsible for keeping BiblioCommons website up to date on current trends.

- Ziesenhenné explains to Moss that doing a search for a book in BiblioCommons, it will show you which library has that particular book. LINK+ is the program that is used to put a hold on books that are in other counties and then they are shipped to the local library to be picked up by the patron.
- Next steps are to formulate a strategy, so posts are consistent, in order to receive more followers and comments from patrons using social media.

5. LAC Subcommittee Report: Foreign Language Materials

- Hagan suggests that the LAC help Staff and management with a criterion for how to make decisions around foreign languages that would guide things in the future, how to make the foreign language section in the library best reflect the community and to be equal, if not better, than other local libraries when it comes to the selection of materials the library carries.
- The subcommittee recommends adding three languages to the collection, Urdu, Tagalog, and Thai, based on budget and availability.
- Top languages, other than English, spoken in Palo Alto are Chinese, Spanish, Russian and Korean. Top size collection in the library is Chinese, Russian, Korean and then Spanish. The subcommittee recommends aligning the library's collection with the top languages spoken in Palo Alto.
- The subcommittee recommends adding resources to Spanish adult fiction, non-fiction, and children's non-fiction. Also adding more Chinese, Hindi, and Japanese languages in children's DVDs.
- The subcommittee recommends publicizing the foreign language collection more and to explore possible solution on how to do that. Moss suggests polling the community on which books people are looking for in certain languages.
- The library follows the Collection Development Policy in terms of how to collect and stock foreign language books. Ziesenhenné explains that the libraries go to book fairs and read reviews on foreign language books in order to determine the quality of the book and if it should be added to the collection.

LIBRARY DIRECTOR'S REPORT

- Ziesenhenné addressed Wilson's comments regarding what the contingency money in the EnvisionWare contract for maintenance of the automated materials handling equipment at Mitchell Park and Rinconada Libraries, is possibly used for. She explains that the contingency money is really for above and beyond issues.

- The Diwali event is coming up this Sunday from 12-5 p.m. at Rinconada Library.

OTHER REPORTS

Council Liaison's Report

- Council Member Kou is excited about the Diwali event and appreciates the diversity aspect the library has and does with its programs and events.

Commissioner Reports and Questions

- Hagan suggests everyone explore the link to the video on “Collaborators for the Future: Libraries, Communities, and Information” event held on October 10 (<http://midpenmedia.org/collaborators-for-the-future-libraries-communities-and-information/>) and thanks Staff for a great program.
- Hagan encourages Commissioners to consider the invitation of Nigel Jones, President of the Friends of Palo Alto Library (FOPAL), to come to lunch on the Friday before their monthly booksale weekend, to meet their volunteers and see the work that they do.
- In a recent *Foreword* issue, FOPAL's newsletter, an article was published about Mary Jean Place, well known in the community as a champion of libraries, who died February 2017. Place was a past FOPAL president, an advocate for the creation of the LAC, founded the Palo Alto Library Foundation, and served as its first President. Hagan suggests about possibly doing something in the libraries to honor her life and accomplishments. Ziesenhenne suggests having Steve Staiger, from the Historical Association, to do a talk about librarians from the past.
- Ziesenhenne mentions that in 2018 it will be FOPAL's 80th anniversary and Library will bring a Resolution to City Council during National Library Week to recognize FOPAL.

COMMENTS AND ANNOUNCEMENTS – None.

AGENDA FOR NEXT MEETING – December 13, 2017* (new date)

- Ziesenhenne would like the LAC to look at *How the Library Served You in 2017* so the LAC can review the State Library Report next meeting and discuss what makes sense to report regularly and what format. There will also be an annual chart for the attendance and circulation over past years.
- Ziesenhenne suggests discussing statistical information in regards to what patrons think of the library, its resources, events, engagement with the community, etc.

- Moss suggests looking into a more effective way of getting out to the community about all that the library offers; and getting feedback from the Diwali event and see if the community would like more events similar to it.

Chin moves to adjourn, Moss seconds, and the motion was passed to adjourn the meeting.

THE MEETING WAS ADJOURNED AT 9:01 p.m.