

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' MEETING
LAS VEGAS, NEVADA
January 9, 2014
(approved February 13, 2014)

The Board of Trustees of the Las Vegas-Clark County Library District met in regular session at the West Charleston Library, Las Vegas, Nevada, at 6:00 p.m., Thursday, January 9, 2014.

Present:

Board:	K. Crear, Chair	M. Saunders
	R. Ence	Y. Yturralde
	K. Benavidez	S. Bilbray-Axelrod
	S. Moulton	R. Wadley-Munier
	M. Francis Drake	F. Ortiz

Counsel: G. Welt

Absent:

Staff: Jeanne Goodrich, Executive Director
Numerous Staff

Guests:

K. Crear, Chair, called the meeting to order at 6:04 p.m.

Roll Call and Pledge of Allegiance (Item I.) All members listed above represent a quorum. Appendix A. Trustee Francis Drake led attendees in the Pledge of Allegiance.

Public Comment (Item II.) None.

Agenda (Item III.) Trustee Benavidez moved to approve the Agenda as proposed. There was no opposition and the motion carried.

Presentation by Outreach Coordinator Joe Stoner and Development Director Danielle Patrick Milam on the District's Outreach Services. (Item IV.) Outreach Coordinator Joe Stoner provided information on the programs and audiences served by the District's Outreach Department. Mr. Stoner provided a handout to Trustees which is attached as Exhibit B. Mr. Stoner works with a staff of six which include four full-time members, including he and two part-time members. Nationally, library outreach departments "focus on services to traditionally underserved populations" (ALA Office of Literacy and Outreach Services). For the District, this primarily means serving senior citizens who cannot get to the library on their own and working with low-income preschoolers to boost their early literacy skills. The District also provides more library promotional activity to the broader community than most library outreach departments do.

There are four main facets to the District's outreach work:

Senior Citizens

- Lobby visits to senior facilities. This is different from a bookmobile in that staff take two carts of library materials into the building.

- Homebound services to patrons who are medically unable to get to branches. Some are in hospice care, some are younger but disabled.
- About half of the senior facilities staff visits have low-income eligibility requirements such as Nevada Hand, Inc. (six locations) and the Southern Nevada Housing Authority (two locations) and others. Activity Directors at the homes request books and movies that they use for themed programs, such as pretend trips to other countries.
- Many of the patrons are in their 80s and 90s, and some are near 100.
- Mr. Stoner said he thought staff does add meaning to the lives of these seniors. For example, a homebound woman was looking for everything the District has on crock pot cooking. Mr. Stoner noted that a number of people read a large print book or listen to an audiobook every day. Stoner said he met a man who returned four or five dense biographies. He'd read them all. He is a retired history teacher and professor.
- At some locations, there is much more interest in movies or Westerns. Staff attempts to have a representative sample of everything available in the branches.
- Mr. Stoner said that many patrons tell staff they don't know what they would do without us.

Material is moved around in a truck purchased four years ago with a federal LSTA grant (Library Services and Technology Act).

Preschools—2,000 students monthly

- Doing about 60 storytime sessions per month. Staff see this as a chance to get kids excited about books and reading but also to model to preschool teachers what they can do in the classroom.
- United Way is training these schools on the High Scope curriculum, which emphasizes hands-on experiences and adult-child interaction. Mr. Stoner felt that staff's storytime format supports what they are working to accomplish.
- The programs include songs, sign language and some bilingual English/Spanish books and songs.
- Book bins: At a number of the schools, students rush to see what new books are in the bin each month.
- The range of abilities among children and schools confirms to Mr. Stoner the difference staff is making. He thinks it is mostly attributable to the amount of adult interaction and exposure to books that the children have at home and school.
- Preschool teachers are telling staff they see an increase in interest in books from children after we start storytime visits at their schools. Children ask library staff to come home with them and do storytime there because they like it so much.

- Mr. Stoner reported that children call staff "Ms. Library" and cheer, "the library!" when staff asks, "Where do I come from?"

Community events (in 2013 total reach of about 24,930)

- Touch-a-truck at the Orleans Hotel with Family to Family Connection
- Staff tries to engage people who don't use the library but also promote services that current patrons might not know about, e.g. Brainfuse and Homework Help resources, business databases, and eBooks.

School visits (in 2013, 2,300 students)

- City of Las Vegas Safekey locations at 68 elementary schools: these are half-hour site visits annually.
- Staff also participate in school open houses and Literacy Nights, coordinate with school librarians, make classroom visits for database promotion and attend Title I parent meetings.

Family Engagement

(About 20 sessions in last 2 years, expanding to welfare office parent groups.)

- Talking about reading has practical purposes as well as something almost magical. Print has meaning: these little line drawings that we call letters represent the sounds we speak.
- Staff instruct parents to break words apart to identify sounds and motivate parents to talk more and read more with their child.
- There are several issues: Parents who didn't enjoy school still have a sense that only teachers can teach their children and parents who speak other languages think they will hurt their child's reading ability by reading a language other than English. Some parents said that it never occurred to them to talk with their children while driving the car or going for a walk.
- Staff is trying to reinforce the positive correlation between income and number of words spoken to young children. They encourage parents to involve their kids when they use books, whether cookbooks or home or car repair manuals. Staff is empowering parents by building relationships to encourage parents to be more engaged with their children, to talk with them, to read to them.

Mr. Stoner welcomed questions.

Trustee Bilbray-Axelrod asked whether the District's outreach programs can also serve the Clark County Safekey locations, as with the Las Vegas Safekey locations. Mr. Stoner said he could check into the possibility. At the time the arrangement was set up with the City, many of the County sites were outside the District's service area. Bilbray-Axelrod suggested doing so, as she believed that children who

utilized Safekey, as teens, were on their own and the library would be a natural place for them.

Trustee Francis Drake asked whether the senior citizens served by the WOW program had the ability to request certain books to be brought to them. Mr. Stoner said that some will do so while some are content to browse the selections staff brings. He noted that staff utilize a list of the most popular best-sellers, large-print and audio books, and is representative of what is available at the branches. Stoner said he believed that the ratio is approximately 50/50. Half of the seniors request materials, half of them find what they want while browsing the selections his staff bring.

Chair Crear said she is always amazed at the services the District provides and thinks the Outreach team is doing a great job.

Development Director Danielle Patrick Milam then presented information in more detail on one of the partnerships the District's Outreach program has created with the United Way of Southern Nevada. Her presentation is attached as Exhibit C.

Ms. Milam's goal was to bring national research on the effectiveness of community involvement in pre-school education to accelerate change in local education into local focus. She also wanted to illustrate specific outcomes for one of the District's partnerships that provides information on pre-school learning for parents and children. The program includes storytimes, book collections, materials on library program for parents and materials for child care centers. She also wanted to highlight the various outcomes the District has with this one program.

**Approval of
Proposed Minutes
Finance and Audit
Committee,
November 14, 2013
and Regular
Session, November
14, 2013.
(Item V.A-B.)**

Trustee Wadley-Munier moved to approve as one motion the Minutes of the Finance and Audit Committee Meeting held November 14, 2013 and the Minutes of the Board of Trustees Meeting held November 14, 2013. There was no opposition and the motion carried.

**Chair's Report
(Item VI.)**

Chair Crear reported on the 40th anniversary celebration at the West Las Vegas Library, which took place on December 2, 2013. She said it was wonderful to see the impact the branch had on patrons, which was illustrated by some of the stories she heard. She thanked the Trustees who attended and said she thought events like these were a great way to interact with patrons.

Chair Crear then reported on the Las Vegas City Council Meeting held on December 18, 2013 at which Executive Director Jeanne Goodrich was presented with a proclamation, celebrating Jeanne Goodrich Day, in honor of her being named Nevada Library Association's Librarian of the Year. Trustees Francis Drake and Ortiz were also present. The proclamation was passed around to the Trustees. Crear said that

Trustees were all very proud of Ms. Goodrich and glad to see she had been acknowledged for her work.

Chair Crear then asked Trustees who attended the joint luncheon with the Foundation Directors on January 3, 2014 with speaker Dr. Wayne Wiegand if they wanted to share anything they took away from the event.

Trustee Saunders said Dr. Wiegand was inspiring. He appreciated his thoughts on tackling the notion that some people seem to have on the relevancy of libraries. Saunders also thought that the recent Channel Three story on libraries showed how relevant they are and was an excellent rebuttal to that notion. He thanked Trustee Bilbray-Axelrod for being the motivating force behind the talk.

Trustee Ortiz said Dr. Wiegand's comments re-emphasized the need to continually educate, not specifically the public, but those politicians and gatekeepers who make decisions on funding, taxes and buildings. While northern Nevada seemed to be affected most in this area, the issue is always present and Trustees need to be vigilant. It is all too easy to cut out items without realizing what libraries are about. Ortiz said the comments refreshed what he already knew about libraries and he planned to quote Wiegand as often as he can.

Trustee Benavidez said she wished Dr. Wiegand had had all afternoon to talk as she believed everyone left wanting more. She came away knowing more about the history of libraries, which have changed since the day of the founders and must continue to change to meet the needs of our patrons. Trustees must look into the future to visualize where libraries need to be.

**Executive Director's
Report
(Item VII.A.)**

Ms. Goodrich extended her thanks for the recognition and appreciated the original nomination for Librarian of the Year to the Nevada Library Association, which resulted in the City of Las Vegas Proclamation.

Ms. Goodrich mentioned that she described in some depth several of the areas covered at the Urban Libraries Council Partners for Success Conference she attended in Seattle in November in her written report. She said that Trustees will continue to hear about some common themes. Mainly, libraries are changing. Libraries are moving from focusing on transactions (the number of items checked out and questions answered) to measuring the impact the library has on people's lives. Libraries are shifting to creating content such as the District's Family Place program, the outreach programs described earlier by Mr. Stoner and Ms. Milam and the TechArts Studio as an opportunity for teens to create content for themselves, rather than consuming content someone else has created.

Ms. Goodrich continued to say that she is emphasizing to staff that libraries continue to change. As Dr. Wiegand noted in his remarks at the recent lunch, libraries have always been community places, but now libraries are community places in a different way. Libraries have always been locations for community learning, but summer learning is much more than a summer reading program at the library.

Ms. Goodrich said that the ULC meeting, a joint conference with the National League of Cities, focused on current education issues and the need for different groups to work together. Libraries (or schools or other agencies) cannot do it alone. Working together, different agencies can leverage their resources and learn from each other. Agencies are moving from outcomes to looking at the impact of certain actions.

Ms. Goodrich said that heartwarming stories can illustrate this move. For example, she pointed to a recent report about a graduate of the District's ESL program who is now a successful grant writer for a social services agency. Stories are important. Goodrich said that she describes it as the head and the heart. The head wants the numbers and the heart hears the stories to illustrate the numbers. There is a need to have an arsenal of good examples to show the impact of our actions.

Ms. Goodrich said that libraries are still in the information business, still providing books and reading and information, but are growing as community places and partners with other agencies. The District now has a "place at the table" that did not exist a few years ago in terms of working with partners in tackling these community issues. This is a change that requires more flexibility and fluidity, something that may be new to what people think of as libraries with its rules. Libraries must be willing to try different approaches and if they do not work, to try something different. This direction is congruent with what a lot of major library systems and cities around the country are doing.

Ms. Goodrich commented that the local community has had a lot of "silos" in the past, in terms of certain agencies doing certain things alone. Things are now at a different level. The fact that the District is part of that is exciting. The District will continue to change and develop services to respond to the needs of the community. Trustees who attended NLA heard ALA President Maureen Sullivan speak about the obligation to find out what people need, not to impose librarians' own ideas on the community. Trustees who attend PLA will hear more about this as well. Goodrich concluded her report by saying it was exciting to work with staff in this area.

**Public Services and
Security Report
(Item VII.A.1.)**

Trustee Ortiz recommended a survey to be done every few years of the employees to see if they feel safe. Perhaps they would have suggestions to improve, if they feel it is necessary. Ms. Goodrich said that the District is concerned both about the safety of the staff and the safety of the public and she has had many conversations about the District's approach to security with staff.

Deputy Director/COO Tom Fay said that, since he began at the District, he has been reviewing all District policies, practices and procedures, including processes to deal with challenging patrons, the ones who receive a lot of warnings and have been trespassed. His goal is to create additional tools for staff to deal with these difficult patrons. Fay wants to create a matrix showing the progression of behavior and the recommended responses and actions for staff to use in dealing with the behavior. Mr. Fay said as the year moves forward staff plan to

continue addressing this issue by talking with District branch managers, department heads and staff who act as PICs (persons in charge) to get their feedback. Fay wants to find out what is really going on and get ideas on how to deal with this better. Fay also wants to work with the police department to understand their process and learn how to escalate calls, working with the police.

Trustee Ortiz commented on the numbers in the security report compared to the District statistics and said that the occurrences are very low which he believes is a testament to staff and security.

**Business Office
Report
(Item VII.A.2.)**

**Human Resources
Report
(Item VII.A.3.)**

**Information
Technology Report
(Item VII.A.4.)**

In response to a question from Trustee Bilbray-Axelrod, IT Director Al Prendergast explained that additional computers for the YPL area at the Sunrise Library were already included in the District's budget and plan, but that money to replace the current proximity card controller system across the District needs to be included in a future budget, due to the age of the system and inability to expand or upgrade the current setup.

Trustee Saunders was pleased to hear that the TechArt Studio project will be made a permanent part of the District's programming as he is a strong proponent for technical and digital media education.

**General Services
Report
(Item VII.A.5.)**

**Marketing Report
(Item VII.A.6.)**

**Development Report
(Item VII.A.7.)**

**Unfinished Business
(Item VIII.)** None.

**Discussion and
possible Board
action to rescind the
outdated *Reference
Policy* last revised
and adopted,
December 14, 1995.
(Item IX.A.)**

Deputy Director/COO Tom Fay introduced this item. Mr. Fay said that he has been reviewing all public services policies since he arrived at the District to ensure they reflect current practice. He explained that the District's *Reference Policy* that has been in place since December 14, 1995 has been reviewed and has been found to be inadequate for modern practices. The current document references both superseded policies and practices that have been significantly revised over the last 18 years. After much research by staff, Mr. Fay determined that the policy was never revised or updated. The *Policy* is less a policy statement and more closely resembles a guideline.

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Therefore, Mr. Fay said he has directed an Adult Services Taskforce to develop a new *Reference Policy* and/or a staff guideline within the next several months that will better represent modern practices and one that can also be updated more regularly as practices change within the library industry. This is one of the teams Mr. Fay has put together to review District policies. Normally, staff would request that the Board approve changes with a new policy in place. In this case, Fay believes it would be better to remove this *Policy* from the record and start fresh. In a few months, Fay said staff will return with a recommendation for a new *Policy* or a guideline or a combination of both.

Trustee Moulton was concerned if an issue came up during the time the District was without a specific policy in this area. Counsel Welt confirmed he had discussed the situation with Ms. Goodrich and confirmed that, fundamentally, good practices of librarianship would be followed in the absence of a specific policy. Mr. Fay added that the current *Reference Policy* references separate collection development practices and policies that do exist, have been updated, and are current.

Trustee Wadley-Munier moved to rescind the outdated *Reference Policy* last revised and adopted, December 14, 1995. There was no opposition and the motion carried.

**Announcements
(Item X.)**

A Special Board of Trustees Meeting will be held Tuesday, January 22, 2014 in the Windmill Library and Service Center Boardroom at 12:00 p.m.

A Risk Management Committee Meeting will be held Thursday, February 13, 2014 in the Las Vegas Library at 6:00 p.m.

The next Board Meeting will be held Thursday, February 13, 2014 in the Las Vegas Library at 6:15 p.m.

**Public Comment
(Item XI.)**

None.

**Executive Session
(Item XII.)**

Removed from Agenda.

**Adjournment
(Item XIII.)**

Chair Crear adjourned the meeting at 6:49 p.m.

Respectfully submitted,

Randy Ence, Secretary

2014 ATTENDANCE

Appendix A

January 9, 2014 Regular Board Meeting

2014		January 9 Regular Board Mtg								
Benavidez	Kelly	P								
Bilbray-Axelrod	Shannon	P								
Crear	Keiba	P								
Drake	Marilyn	P								
Ence	Randy	P								
Moulton	Sheila	P								
Ortiz	Felipe	P								
Saunders	Michael	P								
Wadley-Munier	Robin	P								
Yturalde	Ydoleena	P								

attended Committee meeting but not a member

- A-E Excused Absence
- A-U Unexcused Absence

as of January 10, 2014

Library Outreach Department

Senior Citizens

- Words on Wheels, or “lobby visits,” to 26 senior apartment complexes, every 3 weeks, (34-36 visits per month.) About 3,000 items circulated per month to 200-300 patrons per month.
- Homebound Service (125 patrons, total of 500-700 items mailed per month), average of 54 items per patron/year.



Truck purchased 4 years ago with a federal LSTA grant (Library Services and Technology Act).

Preschools (visit 2,000 students monthly)

- **United Way** Memorandum of Understanding (MOU): 18 preschools with monthly storytime visits, plus annual Family Engagement literacy program at each preschool.
- **Acelero Headstart** MOU: 10 preschools with monthly storytime visits, plus annual parent literacy meetings.



- United Way book grant, 3rd year, \$20,000: deposit bins of books delivered to 40 preschool locations, multiple bins to larger locations.
- LEAP (Literacy Enrichment Activities for Preschoolers): Continuing Education training offered free to preschool teachers twice a year, 3 hours CE credit.

Community Events (in 2013, total reach of about 24,930 people)



- Back to School Fairs (8-10 events, 10,000+ attending)
- Family to Family Connection Touch-a-Truck event @ Orleans Hotel, March 1
- Science Expo (part of Las Vegas Science Festival) @ Cashman Center, May
- CCSD new teacher orientation
- Las Vegas Metro sponsored events: Safe Night, National Night Out
- City of Las Vegas community events
- Vegas Valley Book Fest—Children's Book Festival

School visits (in 2013, we saw 2,300 students)

- Open House & Literacy Nights
- Classroom visits for library card, reading, and database promotion.
- Title I parent meetings
- City of Las Vegas Safekey at 68 elementary schools: half-hour visits to each site once a year.

Read, Learn, Achieve

- Visits to schools and preschools: District goal of 1,500. The Outreach Department makes about half of these visits.
- 12 community partnerships with the Outreach Department

Contact:

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PARTNERSHIP BETWEEN THE LVCCLD AND THE UNITED WAY OF SOUTHERN NEVADA (UWSN) TO BUILD EARLY LEARNING ENVIRONMENTS THAT GET KIDS READY FOR SCHOOL SUCCESS

National Research

- National research shows that community investments in pre-school education are highly effective ways to accelerate change in local education and economic development conditions.
- In the past, conversations about child care focused on support for working parents. Now pre-school experiences are cast as keys to educational success and a critical part of sustainable, long-term economic development. 2002 Minnesota Federal Reserve report by Art Rolnick talked about high quality early education as one of the most important investments a community can make for economic development - the ROI on relatively small investments per children are immense and compounding over time. A growing body of recent research is showing that treating the education disparity gap is virtually impossible if you start working with kids as young as second grade, but the achievement gap can almost be eliminated if children receive two years of pre-school education and/or rich literacy environments before they enter kindergarten.

Local Context

- 59,000 children in Clark County between 3 and 5 years of age.
- 1% of 3-year olds and 3% of four-year olds attend pre-school.
- Nevada ranks 35th in the nation for access to pre-school education.
- The impact this lack of pre-school has is complex and compounding: few students enter school ready to learn, 3rd and 4th grade test scores for math and reading are far below the national average and ultimately, local youth have low odds for graduating from high school.

LVCCLD Partnership with the UWSN

In response to these local conditions, United Way of Southern Nevada launched a project to improve the quality of child development services in Clark County, using a national programmatic model called High Scope. Recognizing that the Library District's WOW program was providing story time and deposit collection services to local child development centers in the metro Vegas area, the UWSN and LVCCLD entered into a Memorandum of Agreement in April 2010, in an effort to bring more learning materials, story times and staff training on age-appropriate story time techniques. We are now in the fourth year of that Agreement.

The basic services provided by LVCCLD include the following:

- Deposit collections
- Story Times – two story tellers, Glenda (13 years) and Carla (new, w/ bi-lingual skills)
- Library Promotional Materials
- Staff Training

Project Outcomes:

Impact on Children

- Children familiar with books, word play, story time activities
- Children familiar with libraries and look forward to visits from librarians, ask for more!
- Continuum of comfort to early learning competencies – bonding to building literacy skills, broader vocabulary
- Children love reading and learning

Impact on Parents and Caregivers

- Child care center staff report parents and care givers are more familiar with library programs, locations and materials
- Parents are requesting materials used in story times, including helpful resource lists that include books, music and activities that can be done at home – lot of good work that connects to family lives
- Parents and caregivers are going to the library to check out the books or put them on reserve (taking action with their children AND gaining knowledge about how to navigate the library system)
- Good feedback from parents for specific parent engagement and training – connecting with their worlds, helping them make growing literacy skills

Impact on Child Care Centers

- Greatly appreciated and rich learning resources for the child care centers
- Notable increased engagement with library staff as they take more time to observe and use the “early literacy tips” handouts and replicate story time activities
- Librarians inspire child care center staff to be proud of the important work they do with children every day
- Special staff training connected to the child care staff – raising the quality

Impact on Partner Organizations

- The Library District finds that it has built important capacity for this program in the few short years of working together with UWSN – not only building capacity in outreach (multicultural materials, new staff competencies, staff relations and trust) and moving us forward on RLA (moving from a focus on what people get from us to what we do for them)
- UWSN feels successful about this partnership and the way it accelerates their program goals