

MEETING NOTICE: There will be a Regular Meeting of the
Blanchard /Santa Paula Library District Board of Trustees
Tuesday, August 23, 2016, at 5:30 p.m.
Blanchard Community Library, Hardison Room
119 N. 8th St., Santa Paula, CA 93060.

AGENDA

- A. CALL TO ORDER
- B. APPROVAL OF THE ORDER OF THE AGENDA
- C. PUBLIC COMMENT

Public comments are welcomed and encouraged. The President of the Board will acknowledge visitors wishing to speak on a topic not on the regular Board agenda. The Board is prohibited from taking action on any item not part of the printed agenda. When addressing the Library Board, please stand to be recognized by the Board President, state your full name and address, and direct your comments to the entire Library Board.

For members in the audience wishing to speak on an Agenda item, the President will announce the item and request the staff or a Board member to give a brief summary. The Board will have an opportunity to ask questions, following which the President will ask whether anyone else wishes to comment. Then the Board will discuss the item and take the appropriate action.

The Library Board of Trustees requests that speakers conduct themselves with civility and keep in mind the rights and well-being of all members of the Santa Paula community.

- D. CONSENT CALENDAR
 - a. Approval of Minutes:
 - i. Regular Meeting of July 26, 2016
- E. REPORTS
 - a. Financial Reports
 - b. Friends of the Library
- F. BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS
- G. UNFINISHED BUSINESS
 - a. Social Media/Publicity (information, discussion, possible action)
 - b. Investment of Reserves (information, discussion, possible action)_
 - c. Employee/Annuitant Health Benefits (information, discussion, possible action)

H. NEW BUSINESS

- a. Management Employee Evaluation Form (information, discussion, possible action)

I. REPORTS (CONTINUED)

- a. Literacy Services
- b. Public Services
- c. District Director's Report
- d. Board Committees
 - i. Finance
 - ii. Human Resources
 - iii. Strategic Plan Teams
 - 1. Visioning/Strategic Plan
 - 2. Fundraising/Grants
 - 3. Volunteerism
 - 4. Community Connections
 - 5. Publicity/Public Relations
 - 6. Adult Programs
 - 7. Facilities
 - 8. Technology

J. FUTURE AGENDA ITEMS

K. UPCOMING MEETING DATES

L. ADJOURNMENT

In compliance with the Ralph M. Brown Act and the Americans with Disabilities Act, if you need a disability-related modification, accommodation, or other special assistance to participate in this meeting, please contact Ned Branch, District Director of the Blanchard/Santa Paula Community Library, at 805-525-3615 x102. Notification 48 hours before the meeting will enable reasonable arrangements to be made.

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees,
Tuesday, July 26, 2016

CALL TO ORDER---The Meeting was called to order at 5:32 p.m. by Board President Laura Phillips. Board members Tim Hicks, Beverly Mueller, and Linda Spink were in attendance. Maureen Coughlin was absent. District Director Ned Branch was also present.

APPROVAL OF THE ORDER OF AGENDA---Trustee Hicks moved and Trustee Mueller seconded that the Order of the Agenda be approved. The motion was passed unanimously.

PUBLIC COMMENT ON NON-AGENDA ITEMS---None

CONSENT CALENDAR---Trustee Mueller moved and Trustee Hicks seconded that the *Minutes* of the Regular Meeting of June be approved. Trustee Mueller pointed out the reference to the Interim Director in the Call to Order Section should be changed to District Director. Trustee Phillips indicated that Seana-Marie Sesma's name was spelled incorrectly in the Reports section and that she was affiliated with Your PR Girls, not Coverly Professional Services. The motion to approve the minutes as amended passed unanimously.

REPORTS---Steve McFadden presented the corrected financials he prepared to the Board. Trustee Mueller moved that the financial statements be received and filed. Trustee Spink seconded the motion. It was pointed out that the June statements are the end-of-year statement, so payroll accrued but unpaid as of the end of the year was recorded as a payroll expense. Mr. Branch also pointed out that the operating surplus for the year was greater than had been budgeted. Trustee Phillips expressed thanks for the inclusion of the checks and deposits details. The motion was passed unanimously.

Dick Eastlake, president of the *Friends of the Library*, reported the Friends had approved an expenditure to print photos taken by Ilene Gavenman, Children's Librarian. He also reported that members of the Friends were being appointed to be in charge of each section of the Back Stacks area to ensure that titles turned over on a regular basis. He indicated that Cathy Sorenson had "grasped the nettle" of resolving the recent extraordinary accumulation of donated books. Ms. Sorenson explained that the Friends were giving a credit to teachers to encourage them to obtain books as a teaching resource. Mr. Eastlake mentioned that the Friends were considering partnering with other vendors by renting table space to them in order to attract additional potential buyers.

BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS—Trustee Spink announced that she would be meeting Superintendent Gamino, of the SPUSD, to request that he

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees,
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distribute the survey developed by the Facilities Committee to teachers in the district. That meeting will be on August 1. Trustee Phillips announced that she was beginning a new part-time job so her available time might be constrained. Trustee Hicks reported attending the Chamber of Commerce mixer.

UNFINISHED BUSINESS---There was none.

NEW BUSINESS--- Director Branch presented the social media engagement statistics provided by Lynnette Coverly and her proposal for continuing the management of the library's *Social Media Campaign*. Trustee Spink listed some of the problems that have occurred in the current Facebook campaign. Director Branch asked her to send him an email listing the issues she noticed and said he would follow up with her. Consideration of the proposal will be on the July meeting agenda.

Director Branch indicated that he determined that there was \$289,000 in funds that were not projected to be needed and could be an *Investment of Reserves*. There was a listing in the packet that were legally permissible for district investment. He will contact some investment advisors regarding investment options. Trustee Hicks suggested looking for an investment vehicle that would pay at least as much as the CD's. Director Branch will report back to the Board.

REPORTS CONT. ---The *Literacy Programs* reported that we still haven't been told whether the ESL teacher will be able to continue when her current contract expires. The students made a field trip to Denny's to practice their English skills. The waiters were briefed not to use or respond to Spanish as a real-world exercise. Director Branch also indicated that the initial funding level for CLSA funding would be the same as last year, which was \$18,000; however, we would not know how much will come in the second phase until later this year.

Public Services reported on the Family Evening programs and Adult programs conducted in June.

The *District Director* reported on the progress of the restroom renovation project, the status of nominations and Measure B for the November election. He provided copies of the personnel evaluation form used for non-supervisory staff and the plan for evaluating supervisors. He indicated that the survey for the Master Space Plan was ready to go and described some of the ways it will be publicized, including raffling two Kindles. Director Branch also expressed concern about the CalPERS investment performance and how that might affect future unfunded accrued liabilities in the retirement plan. He will investigate the feasibility of terminating the retirement contract and report later. He also shared a letter from Maureen Theobald, Executive Director of Black Gold, thanking him for his service as Chair

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees,
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of Black Gold Admin Council for the year 2015-16. He also informed the Board that the federal Erate grant would cover 85% of the cost of rewiring the internal computer network backbone with fiber optic cable. Director Branch mentioned that the circulation staff would be inserting a small flyer of upcoming adult programs into each set of books checked out. He also told the Board that the corrected list of parcel numbers had been submitted to the Assessor's Office for the levy of the parcel tax.

For *Finances*, Trustee Spink told the Board that her spot check of the circulation desk cash receipts would be completed within the week. Director Branch said he would arrange a meeting of the *Human Resources Committee* to review and make a recommendation employee health benefits and a Management Evaluation Form for supervisory personnel. Trustee Phillips reported that the meeting for staff to discuss *Visioning/Strategic Plan Management* would be September 7. There was no reports for *Fund Raising and Grants*. Under *Volunteerism*, Trustee Phillips indicated we were still working on the idea of a Volunteer Coordinator. Under *Community Connections*, Trustee Spink reiterated her meeting with SPUSD Superintendent Gamino. Under. Activities in the areas of *Publicity/Public Relations, Adult Programs, Facilities and Technology* were already discussed.

FUTURE AGENDA ITEMS---The Board agreed to include the following in future Agendas: publicity proposal and investment of reserves.

UPCOMING MEETING DATE---The next Meeting will be Tuesday, July 26, at 5:30 p.m.

ADJOURNMENT---There being no further business, Trustee Hicks moved the meeting be adjourned and Trustee Mueller seconded the motion. The meeting was adjourned upon a unanimous vote at 7:31 p.m.

Library Board Clerk

ATTEST:

District Director

REGULAR MEETING OF AUGUST 23, 2016

E(a).REPORTS: FINANCIAL REPORTS

REGULAR MEETING OF AUGUST 23, 2016

F. BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS

REGULAR MEETING OF AUGUST 23, 2016
G(a) UNFINISHED BUSINESS: SOCIAL MEDIA/PUBLICITY

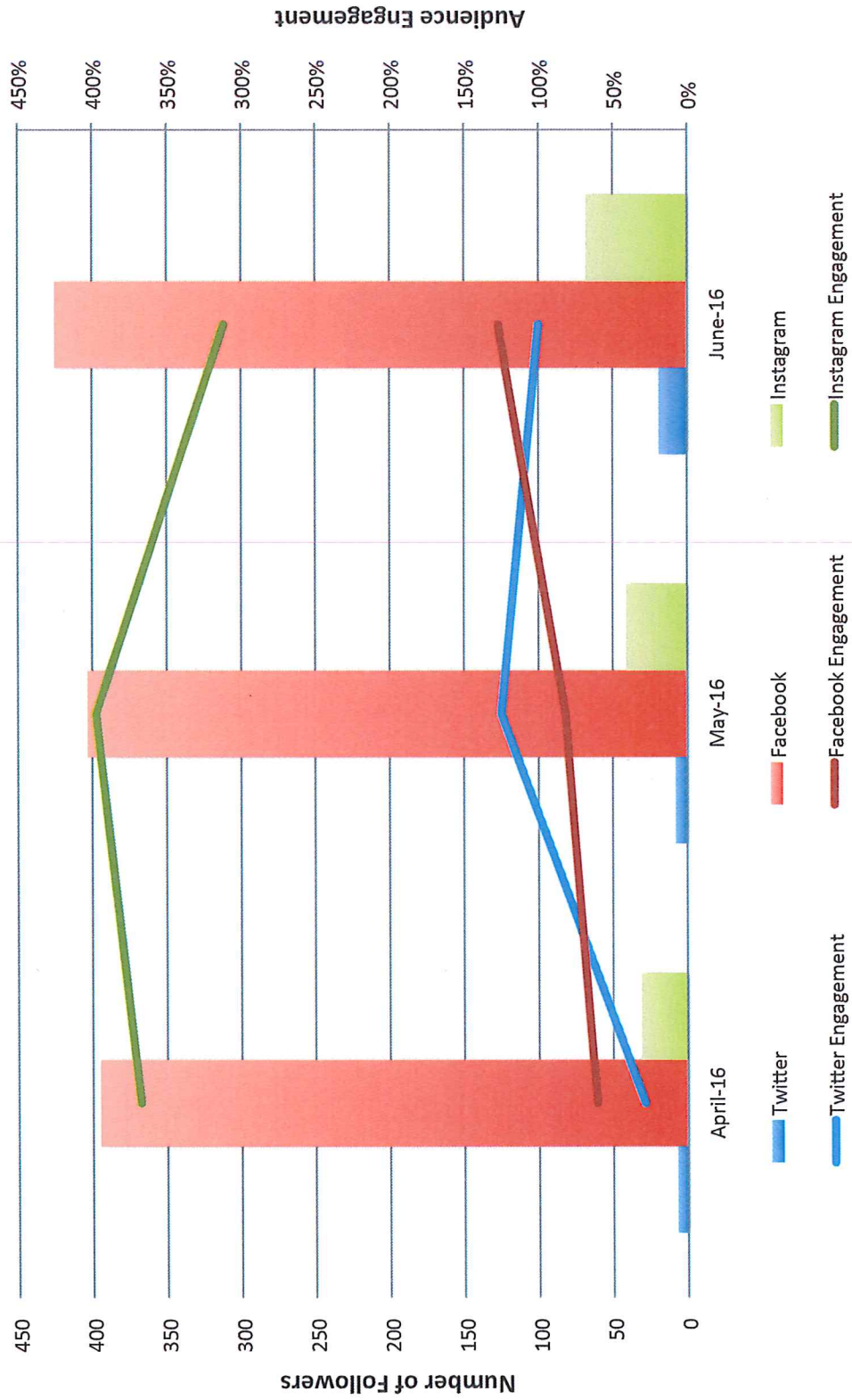
Earlier this year, the library contracted with Lynnette Coverly and Seana-Maria Sesma to run a social media campaign for the period May through July. Graphs showing the overall results and specific results for Facebook, Instagram, and Twitter are attached.

You received a copy of a new proposal at the last Board meeting. Another copy is attached.

RECOMMENDATION: None

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Mueller					
Phillips					
Spink					

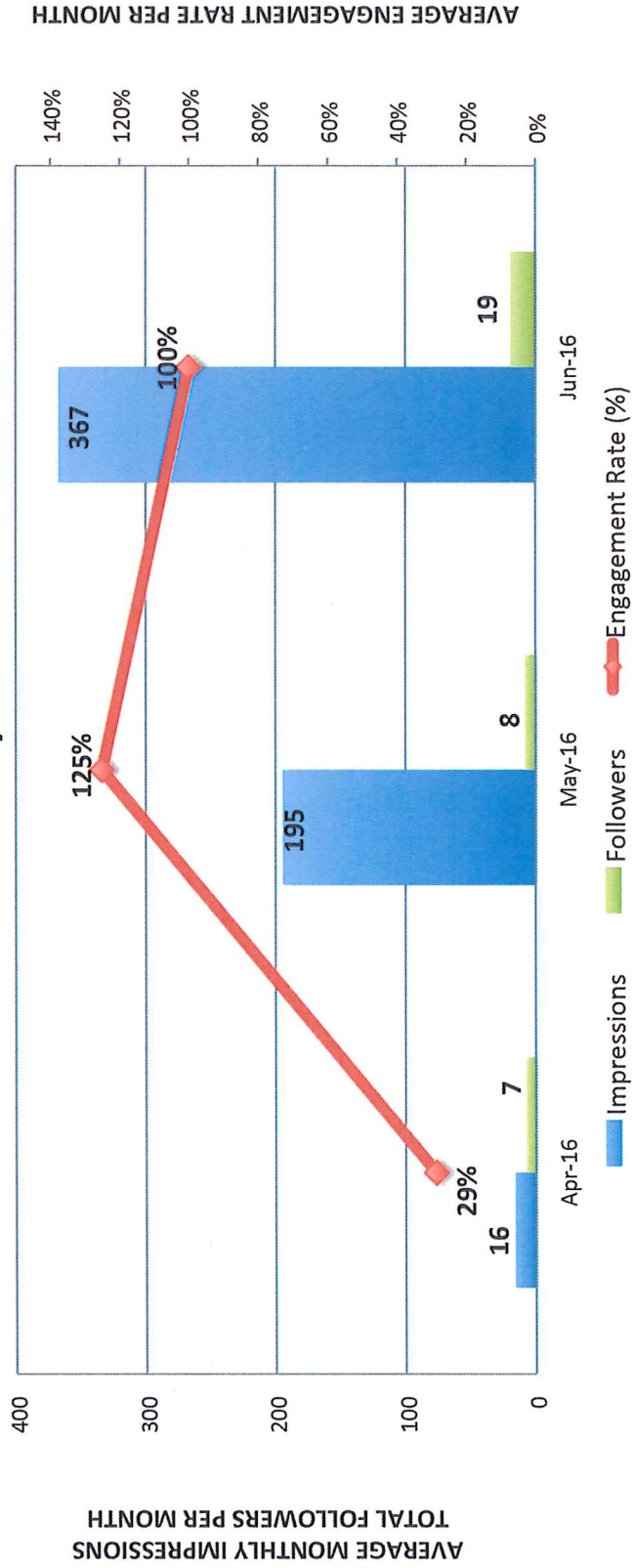
Social Media Summary of Followers and Engagement



**Twitter Metrics
Apr - Jun 2016**

	Apr-16	May-16	Jun-16	Growth Rate Apr to Jun
Followers	7	8	19	171%
Tweets	0	13	32	
Retweets	0	2	2	
Favorites	0	7	11	
Link Clicks	1	1	3	
@Mentions	1	0	3	
Profile Visits	27	115	191	607%
Tweet Impressions	16	195	367	2181%
Engagement Rate	29%	125%	100%	

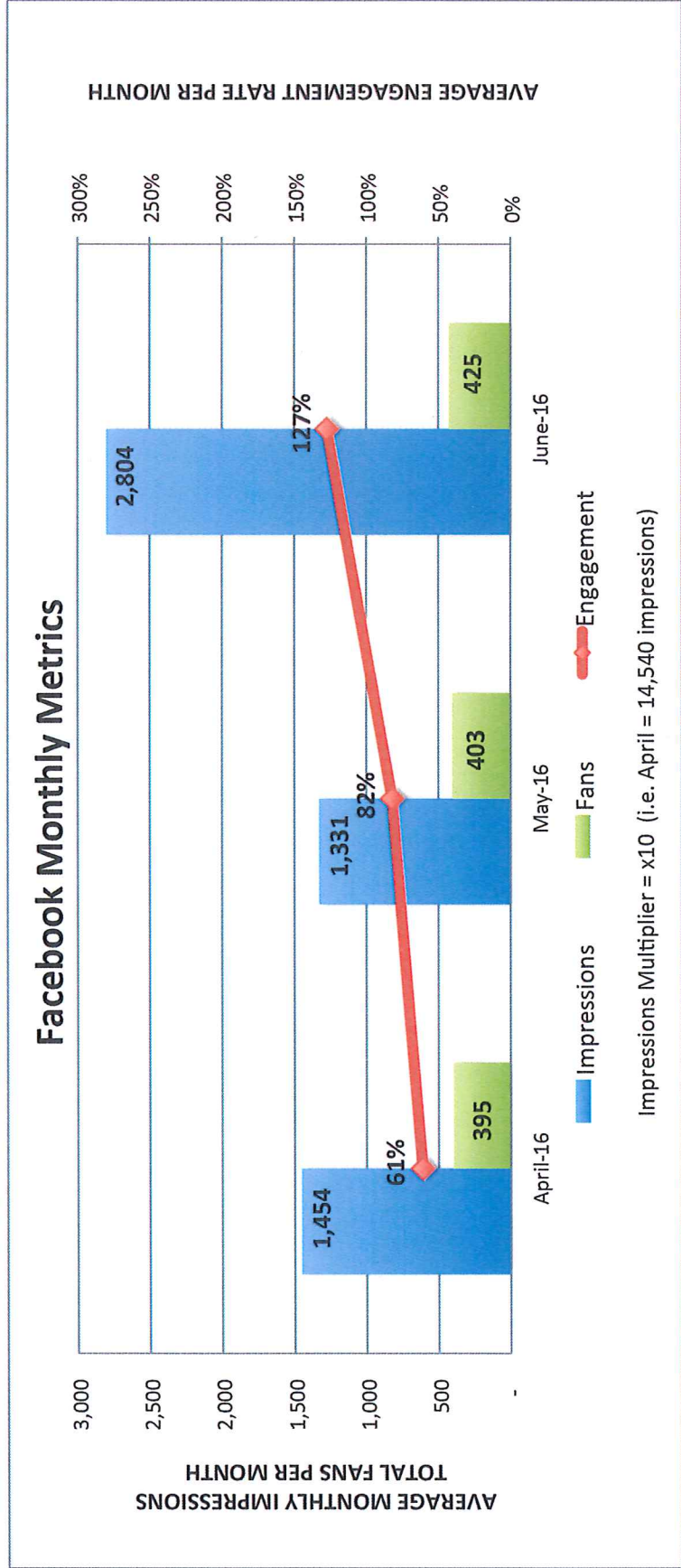
Twitter Monthly Metrics



Impressions Multiplier = x10 (i.e. April = 161 impressions)

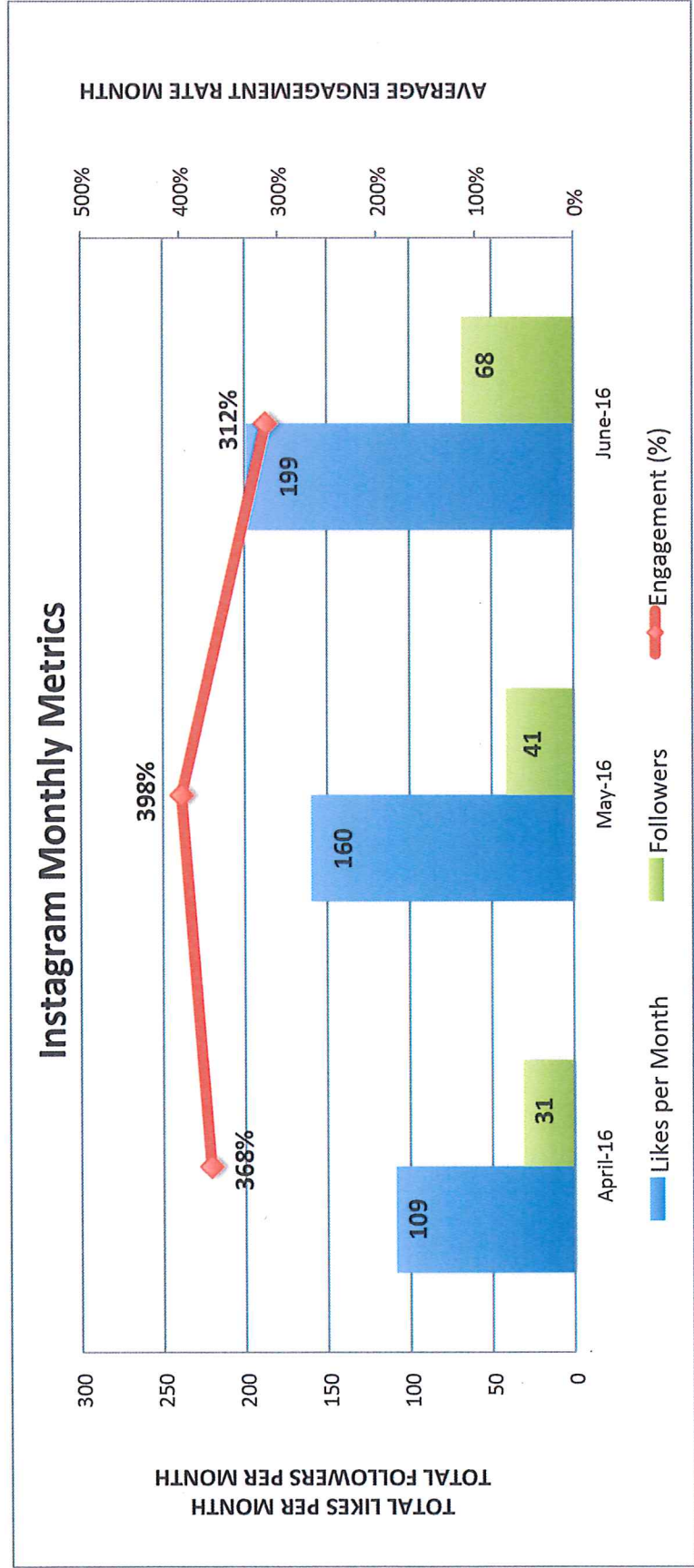
**Facebook
Apr - Jun 2016**

	April-16	May-16	June-16	Growth Rate
Fans	395	403	425	8%
Posts	41	43	62	
Avg Daily Page Reach	141	165	363	157%
Avg Daily Post Reach	101	139	155	53%
Avg Daily Reactions per Post	6	8	14	133%
Avg Daily Comments per Post	1	0	1	
Avg Daily Shares per Post	1	3	3	
Monthly Users who Engaged w/Page	160	161	465	191%
Avg Monthly User Engagement	61%	82%	127%	
Average Monthly Impressions	1,454	1,331	2,804	93%



**Instagram Metrics
Apr - Jun 2016**

	April-16	May-16	June-16	Growth Rate
Followers	31	41	68	119%
Total Posts	23	27	35	52%
Likes per Month	109	160	199	83%
Avg Likes per post	4.74	5.93	5.69	20%
Comments per month	5	3	13	160%
Avg Comments per post	0.22	0.11	0.37	68%
Talk Rate	16%	7%	19%	
Love Rate	352%	390%	293%	
Engagement Rate	368%	398%	312%	



Date: July 26, 2016

MARKETING AND PR SERVICES PROPOSAL / AGREEMENT

Coverly Professional Services (CoverlyPro) and Your PR Girls respectfully submit this proposal/agreement to Blanchard/Santa Paula Public Library District (Blanchard Library) for the period September 2016 to December 2016.

I. Continue Social Media Planning/Implementation

CoverlyPro and Your PR Girls have been providing social media services to Blanchard Library since May 2016. Those services included developing a three-month social media plan and calendar, working closely with Blanchard Library staff to publicize library events, and implementing posts on average 7-12 times per week per platform.

The results were very strong:

- **Facebook:** 10% fan base growth (currently 433 fans/followers), 191% increase in user engagement, 93% growth in monthly impressions (exceeding 2,500 monthly impressions)
- **Instagram:** 152% follower growth (currently 78 followers), 68% increase in comments on posts, 83% increase in likes.
- **Twitter:** 200% follower growth (currently 21 followers), almost 200 profile visits in June (up from 27 in Apr) – *can visit profile without being a follower*, 90% increase in user engagement.

We recommend that Blanchard Library continue with this pro-active social media program as a continued and consistent way of increasing awareness for and knowledge of all that the library offers to both traditional library users as well as the community as a whole.

II. Public Relations Program

While the Blanchard Library social media program is gaining traction and garnering added attention for the Library, it is very important to support those efforts with traditional public relations activities. Not everyone is active on social media, many Santa Paula and Ventura County residents gain their information from local news sources, both in print and online.

We will identify opportunities for stories within the local press to best reach the target audience. As editorial opportunities are identified CoverlyPro will work directly with Blanchard Library staff to collect the appropriate information in order to set up interviews and/or ghostwrite articles that follow publication submission guidelines.

We also plan to work more closely with the Santa Paula Times in an effort to negotiate a program that garners space within the newspaper. This could include a regular editorial column and/or advertising space, that latter may require a small amount of funds to place media as sign of good faith.

Our public relations services include working with Blanchard Library to identify appropriate subjects and writing and distributing press releases and/or articles along with follow-up phone calls and emails with the press in order to ensure coverage. This also creates content for the website and social media.

We believe the publicity that will come from this effort will increase positive awareness for Blanchard Library as an essential cultural hub of the Santa Paula community that is there for its residents (and beyond) with family-friendly activities, important ESL programs, technological resources, books and more.

We believe press relations subjects could include:

- “What do you want from your library?” – gather critical input for Library Master Plan
- “Vote for your Santa Paula Library in November” – awareness of the voter-approval needed to spend the funds already collected in the library’s name.
- “Did you know ...” – possible regular column in local newspaper to feature all that the library has to offer
- Promotion of library activities – especially those that would draw new guests to the library (such as the #BookArt night)
- “Meet . . .” – feature different citizens who use the library, which also highlights different aspects of the library (“Meet Sue Smith - eBook Extraordinaire” or “Meet Juan – FLAIR student with flair!” or “Meet Phyllis – Trip to Italy booked. Learning the language and culture with Mango, Check!” – This could be a great advertising campaign as well.

III. Two Events to Draw New Guests

Coverly Pro and Your PR Girls were pleased to be able to provide, at no charge, all event development, coordination and marketing and public relations for the June #BookArt & Wine Night event. We did this to demonstrate how well planned and executed events supported by pro-active marketing and public relations activities can result in increased awareness for the Library, especially from non-traditional library guests.

The #BookArt & Wine Night was a resounding success with over 30 women in attendance, many of whom had never been to Blanchard Library. The chatter online surrounding the event, both pre- and post-, was very high and the attendees left feeling positive about the library and knowing more about all that it can offer them beyond books. The addition of bringing in cooperative partners from surrounding businesses added a positive element and further extended Blanchard’s visibility within the community.

These types of after-hours activities are perfect opportunities to offer the local community the chance to engage with and generally feel good about their Santa Paula Library. Sadly, too many have read the legal troubles the library has been through. With that chapter now closed, the Library has a unique opportunity to shift the focus and begin to proactively tell its story through public relations and engaging activities.

We recommend two events between Sept and Dec:

1. **Adult Color “Therapy” and Wine Night in September** – With the increased interest in adult coloring books, this could be a nice draw to bring attendees (likely mostly women) to the Library for a night of meeting new friends, sipping wine and learning about the library.
2. **TBD male-focused event, likely in October or November** – We’d like to come up with an event, whether evening or maybe a weekend day, to draw men to the library for an activity of interest to them. This could be a Poker Night or maybe a Saturday/Sunday hands-on charitable activity like building bicycles for kids for the holidays.
3. **Holiday Drive** – A third possible event for early December could be positioning the Library as the center of a charitable activity for drop off. This could be coordinated with a local radio station. Such as, “Coats for Kids” or “Pennies for Presents.”

As with the #BookArt & Wine Night, CoverlyPro and Your PR Girls would handle all aspects of the events, asking for library staff support as needed to make each a resounding success.

RATES AND TERMS

I. Rates -

a. Social Media Strategies and Management

- i. Develop Social Media Editorial Calendar (Sep-Dec) \$ 500.00
- ii. Social Media Management (Sep-Dec) \$ 2,250.00

b. Public Relations Program

- i. Press Releases (research, write, distribute) – per release \$ 500.00
- ii. Santa Paula Times regular column
 - Coordinate, write/edit, submit articles based on newspaper guidelines and deadlines ~ 300-500 words ~ 3-6 articles (Sep-Dec) \$ 375.00
 - Graphic design, if needed, for advertisements, if negotiated into program – per ad, ~ 3-4 ads (if “Meet ...” campaign is implemented) \$ 350.00

c. Event Development, Implementation, Marketing/PR

- i. Women’s event – Sep \$ 800.00
- ii. Men’s event – Oct or Nov \$ 800.00
- iii. Charitable Holiday Event – Dec \$ 800.00

II. Payment Terms –

- a. All invoicing is handled by CoverlyPro. Blanchard Library is to make checks payable to Coverly Professional Services.
- b. Social Media Management is pre-paid. Invoices are sent monthly and due the first of the month prior to services being rendered.
- c. Event Development – 50% due upon start of event planning. Balance due post-event, upon receipt of invoice.
- d. All other activities invoiced as tasks are completed with NET 21 payment terms.

III. Late Payments – Accounts not paid by due dates as noted on invoices are subject to a 1.5% monthly finance charge (18% per year).

IV. Hard Costs – Any hard costs, including purchase of stock art (if needed), printing, shipping, wine, food, event supplies, media placement, tax, etc. are at an extra TBD cost.

Thank you for the opportunity to provide this proposal/agreement. By signing below, you agree to the rates and terms as outlined.


Lynnette Coverly
Coverly Professional Services

7/26/16
date

Ned Branch
Library Director

date

REGULAR MEETING OF AUGUST 23, 2016
 G(b).UNFINISHED BUSINESS: INVESTMENT OF RESERVES

Staff estimates the amount of surplus funds to consider investing as follows:

Cash at County Treasury as of 6/30/16	\$689,986
Cash needed until December tax deposit	(\$400,000)
Investable cash	\$289,000

In addition, we requested and received an advance of \$228,000 against anticipated secured property tax collections for the year.

These figures do not include the \$350,000 currently invested in CD's.

A list of investments vehicles permitted under the California Government Code is attached.

The Ventura County Investment Pool informed me earlier this month that the current annualized yield on the funds invested with them is .875%.

RECOMMENDATION: No action at this time. Staff will continue to explore alternatives and will make a report at a later date.

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Mueller					
Phillips					
Spink					

REGULAR MEETING OF AUGUST 23, 2016

G(c). UNFINISHED BUSINESS: EMPLOYEE/ANNUITANT HEALTH BENEFITS

The cost of the health plan in which current employees are enrolled will increase 19.3% in the coming year. Over the last five years, the cost will have increased 56%. Health insurance has been an increasing percentage of our budget every year. An analysis of the current and projected costs for the current plan for employees and annuitants is attached.

The Human Resources Committee met to review options and makes a recommendation to provide employees and the one annuitant who is not enrolled in Medicare an allowance of \$565.33 per month for health insurance. There are options available for which the proposed allowance will pay 100% of the cost; however, that would require employees to change plans. If an employee chooses to stay on his or her existing plan, the difference between the allowance and the insurance premium would be a payroll deduction.

The open enrollment period is September 7 through October 12. CalPERS requires that amendments to the contract between it and the District become effective the first of the month following the month after the changes are made. In other words a change enacted in October becomes effective on January 1.

There are three attachments:

1. Analysis of existing plan premiums;
2. HMO vs PPO Benefits;
3. Draft letter to employees and annuitant

RECOMMENDATION: The Board amend the contract with CalPERS to provide a maximum of \$563.33 per month for participants not covered by Medicare and grant the Board president to take whatever steps are necessary to effect that change and sign the revised contract on behalf of the Board.

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Mueller					
Phillips					
Spink					

ANALYSIS OF HEALTH INSURANCE PREMIUMS

CURRENT EMPLOYEES

	Plan Code	2016	2017	Increase/ (Decrease)
Employee 1	1441	\$566.53	\$675.98	\$109.45
Employee 2	0621	\$576.46	\$675.98	\$99.52
Employee 3	0621	\$576.46	\$675.98	\$99.52
Employee 4	0621	\$576.46	\$675.98	\$99.52
		\$2,295.91	\$2,703.92	\$408.01

RETIRED ANNUITANTS

	Plan Code	2016	2017	Increase/ (Decrease)
Annuitant 1	1441	\$566.53	\$675.98	\$109.45
Annuitant 2	3831	\$320.98	\$324.21	\$3.23
Annuitant 3	3361	\$408.04	\$389.76	(\$18.28)
Annuitant 4	3821	\$320.98	\$324.21	\$3.23
Annuitant 5	3831	\$320.98	\$324.21	\$3.23
Annuitant 6	1311	\$408.04	\$389.76	(\$18.28)
		\$2,345.55	\$2,428.13	\$82.58

HMO VS. PPO BENEFITS

	PERS SELECT	BLUE SHIELD ACCESS+
Cost of plan per month	\$565.33	\$675.98
Less library contribution	(\$573.89)	(\$573.89)
Your monthly payment	\$0	\$102.09
Deductible	\$500	\$0
Annual medical out-of-pocket limit	\$4,850	\$1,500
Annual pharmacy out-of-pocket limit	\$2,000	\$5,350
Co-payment for primary care or specialist visit	\$20	\$15
Diagnostic test	20% co-insurance after deductible is met	No charge
Emergency room visit	20% co-insurance after deductible is met	\$50 co-payment
Urgent care	\$15 co-payment	\$20 co-payment
Hospital stay facility fee	20% co-insurance after deductible is met	No charge
Physician/surgeon fee during hospital stay	20% co-insurance after deductible is met	No charge

A deductible is the amount you have to pay every year before the plan begins to pay for covered services. Deductibles do not apply to preventive care, office visits, and prescription drugs.

After you pay this amount, you don't have to pay co-payments or co-insurance.

Deductible does not apply.



Blanchard Community Library

Dedicated Service since 1910

Blanchard/Santa Paula Public Library District
119 North 8th St., Santa Paula, CA 93060-2709

Re: Health Insurance

Dear

I am sure that you have heard news stories over the last few years about the dramatic increase in the costs of health insurance. Many of us heard those stories and then forgot about; however, it has had consequences for the library. Based on the rate increase for 2017, the health plan in which you are enrolled, the cost will have increased 56% over the last five years. Health insurance has been an increasing percentage of our budget every year. The increase in the cost of your current plan is going up from \$566.53 to \$675.98.

As a result, the Board of Trustees has decided to provide each covered employee with a monthly allowance of \$565.33 for health insurance. There are insurance options that the allowance will completely cover; however, the benefits of the plans are different from the plan in which you are now enrolled. You have the option of staying in your current plan or choosing a different plan, but you will be responsible for paying the difference between the allowance and the cost of the plan you select.

If you decide to change plans rather than paying the difference between the allowance and the actual cost, you must do so during the open enrollment period that starts on September 12 and ends on October 7. Any change you make will become effective on January 1, 2017. I have attached a some information that shows you some, but not necessarily all, of the differences between your current plan and one which the allowance covers completely to help you understand how a change might affect you. I will be happy to discuss the details with each of you individually. Let me remind you that, unless you initiate a change, it will not happen and the library will start deducting the difference in the premium from your paycheck.

The Board postponed this decision as long as it could and did it reach this decision easily or without a great deal of thought.

Sincerely,

Ned Branch
District Director

enc.

Board of Trustees Maureen Coughlin, Tim Hicks, Beverly Mueller, Laura Phillips, Linda Spink
General Tel: 805-525-3615 – Literacy Tel: 805-525-2384 – Administration 805-525-2394 – Fax 805-933-2324
Web: www.blanchardlibrary.org

REGULAR MEETING OF AUGUST 23, 2016
H(a). NEW BUSINESS: MANAGEMENT EMPLOYEE EVALUATION FORM

Staff has developed a form to use for the evaluation of managerial and supervisory personnel. The Human Resources Committee has reviewed and recommends to the Board adoption of the attached Manager Performance Appraisal form.

RECOMMENDATION: Adopt the attached Manager Performance Appraisal form.

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Mueller					
Phillips					
Spink					



Blanchard Community Library
 119 N. 8th Street
 Santa Paula, CA 93060

MANAGER APPRAISAL

Employee

Date

Supervisor

Position

1. JOB DUTIES

Understands and performs the applicable job duties of the position

5	4	3	2	1

Comments

2. QUANTITY/QUALITY OF WORK

Completes assigned tasks in a timely manner;
 Carries out job duties competently;
 Maintains a neat, clean, & organized work space

5	4	3	2	1

Comments

3. INTERPERSONAL SKILLS

Works well with other staff as a member of a team to accomplish the goals of the library;
 Is courteous, tactful, & helpful to other staff;
 Consistently displays a positive attitude

5	4	3	2	1

Comments

4. LIBRARY PUBLIC RELATIONS

Is courteous, helpful, & cheerful to patrons;
 Displays a customer-service orientation. Interactions with patrons are friendly, helpful, & cordially businesslike;
 Maintains an appropriate library environment

5 4 3 2 1

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Comments

5. WORK ETHIC

Is responsible, dependable, & accountable;
 Is regular & punctual regarding attendance;
 Takes responsibility for carrying out the library's mission;
 Works well with minimal supervision;
 Displays honesty & integrity

5 4 3 2 1

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Comments

6. PROBLEM SOLVING/DECISION MAKING

Thinks of several possible explanations or alternatives for a situation, anticipates potential obstacles, develops contingency plans.
 Identifies the information need to solve problems effectively and communicate outcomes.

5 4 3 2 1

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Comments

7. CREATIVITY/INNOVATION

Generates new and progresses ideas.
 Supports and fosters change, encourages innovative practices

5 4 3 2 1

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Solves problems creatively and independently

Comments

8. MANAGEMENT

Establishes high standards of performance; performance coaching, feedback, and corrective action when necessary with fairness and consistency;
Is approachable to subordinates;
Manages staff in planning and organizing projects, ensures effective execution and delivery of results

	5	4	3	2	1

Comments

9. LEADERSHIP

Develops self and others, fosters a culture of mutual respect, continuous learning, innovation, and focus on results
Supports, communicates and embodies insitutional values, vision, and strategic priorities
Leads by example

	5	4	3	2	1

Comments

LEGEND

- 5 Consistently exceeds expectations
- 4 Meets and frequently exceeds expectations
- 3 Fully meets expectations
- 2 Some improvement needed to meet expectations
- 1 Does not meet expectations

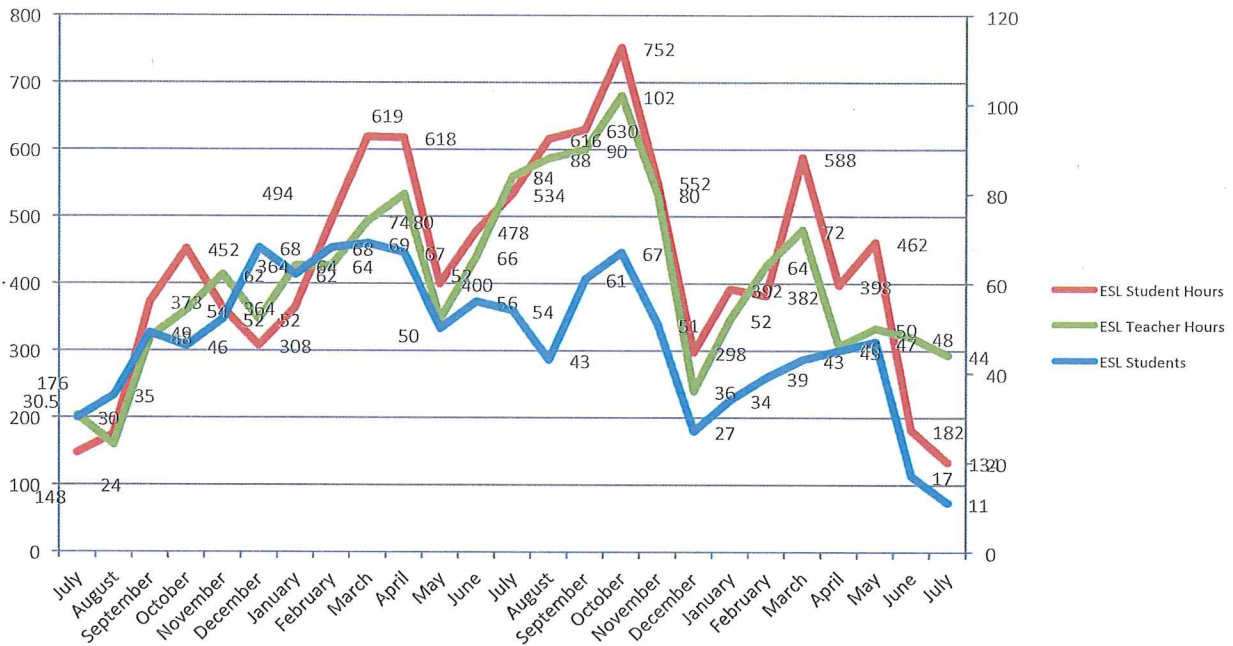
My signature confirms receipt of a copy of this evaluation. It does not necessarily indicate that I agree with everything in it. I understand that I may write a response to this evaluation that will be attached to it.

Evaulator's Signature

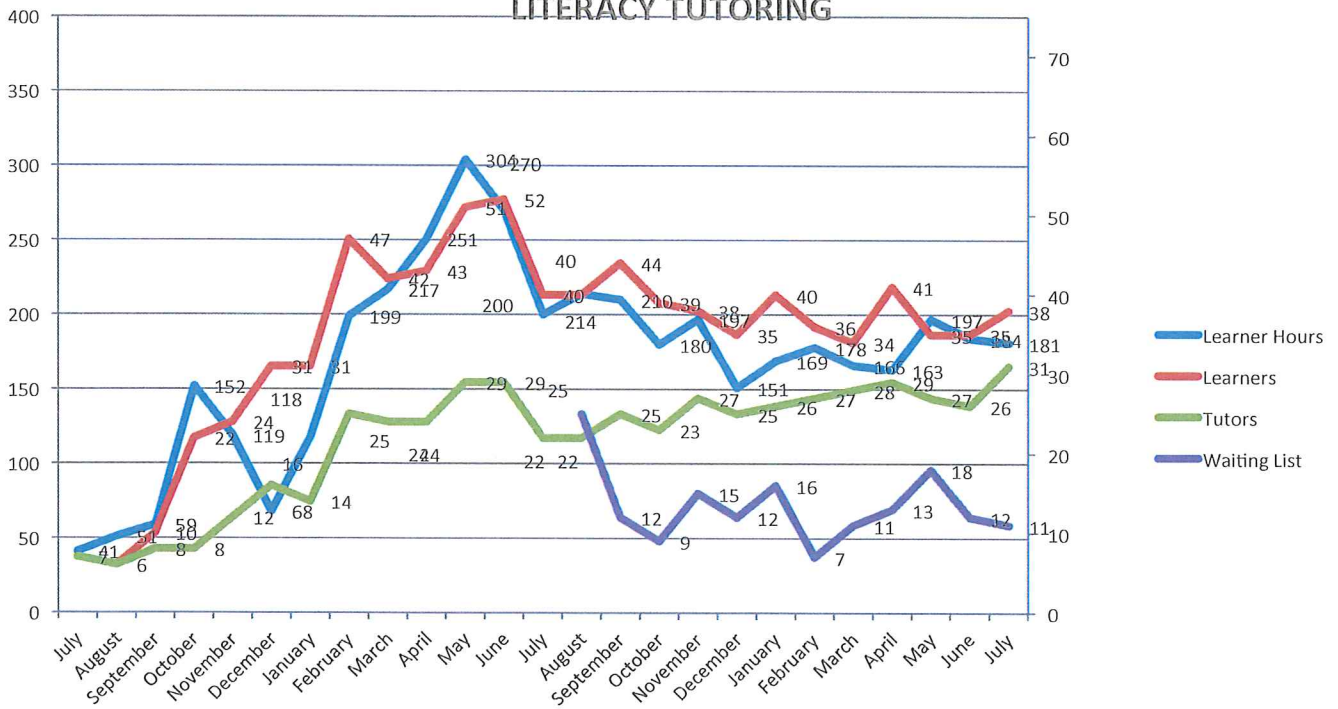
Employee's Signature

REGULAR MEETING OF AUGUST 23, 2016
I(a) REPORTS: LITERACY SERVICES

ESL CLASSES



LITERACY TUTORING



12. August, 2016

LIBRARY LITERACY PROGRAM

Library Board Report for August, 2016

The new **Santa Paula Adult School** began August 10th at Renaissance H.S. It offers five subjects in the evenings, Mon – Thur. We are thrilled to see this materialize, especially for the sake of our English as a Second Language and GED students. A number of our beginning and intermediate ESL students have enrolled. We hope this will relieve us of providing ESL in the evenings (a huge need for many Santa Paula residents in the workforce).

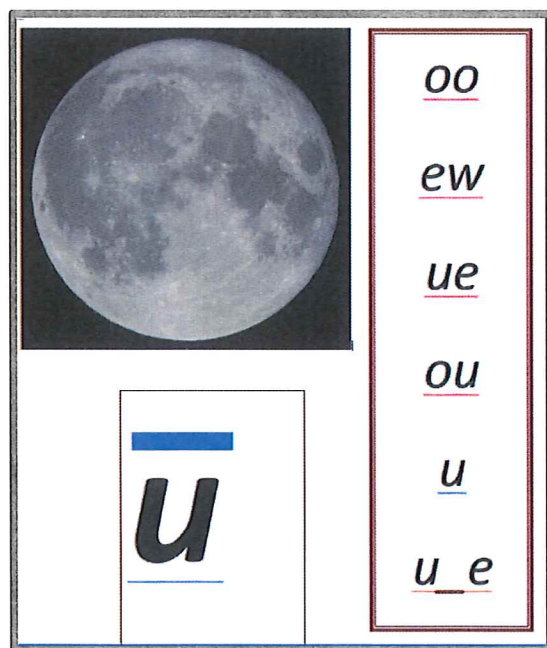
So far, the Adult School has not continued the **daytime class** we hosted in the library this summer. Ventura College, at this writing, has not received the funding for the new “non-credit” (free) ESL classes they were hoping to provide this fall, either. Moms and others who work at night are pretty much left out in the cold. Ned is talking with the Adult School people to see if we can remedy this.

As these new programs settle down for the fall, I hope to **focus on improving my tutor-training**, and building a better “entry hall” for the adult learners as well. The learners need to know that a tutor is not a magician. They have to take responsibility for their own learning, with the tutor as coach and cheerleader. The tutors need to take advantage of all the marvelous resources out there, and not get into a rut.

We also want to provide **more SMALL GROUPS** for our learners. For some, these may be in addition to working with a tutor. For others, while they are waiting for a tutor. Most groups are only once a week, taught of course by volunteers. We currently have 2 conversation groups, 3 book discussion groups, one writing group, and a computer basics group. I’d like to add more.

Olivia Castillo and her family had a wonderful vacation visiting family in Michoacan, Mexico. She is back, her children are in school, and she is even willing to continue working with me. I am soooo grateful! She is a wonderful assistant, very much “on the same page,” helping me to understand the needs of the adult learners in this community. And she is getting quite proficient in Word as well as Excel. Check out the new alphabet cards she created to help teach phonics and spelling. Going up in the Literacy Room soon.

I’m writing this a little early as I’m about to retrace my helicopter flight out of the **High Sierras**, two years ago, only this time I hope to stay on foot. Steve & I will be backpacking from Taboose Pass to Onion Valley (a bit north of Mt. Whitney) the week of August 15 – 22. Hope I’m home by the time you read this!



REGULAR MEETING OF AUGUST 23, 2016
I(b) REPORTS: PUBLIC SERVICES

Public Services Report

August 22, 2016

1. **Family Evenings-** Here is a list of our summer Family Evenings and the attendance estimates from each. It was nice to be able to offer a special family event each week this summer for parents, grandparents, and children to enjoy together.

Date	Program	Approximate Attendance
June 14 th -	Ronald McDonald SRP Kickoff	230
June 20 th -	BMX Impact "Healthy Habits Tour"	65
June 28 th -	Ranger Jack "A Musical Decathlon"	135
July 5 th -	Perce's Kenpo Karate Show	140
July 11 th -	Rope Warrior "Ropenastics Show"	155
July 19 th -	Best Bubble Show	185
July 26 th -	Noteworthy Puppets- "Sherlock Homerun"	130
August 2 nd -	LaBak "The Magic of Summer"	110

Our next Family Evening will be Tuesday, September, 13th and will feature Craig Newton in "Fun With Music!" On Tuesday, September 27th we are excited to present "A Night with Jim Colborn". All of our Family Evenings begin at 6:30 pm.

2. **Teen Scene-** On Thursday, August 4th, we held our Teen Scene summer reading party and prize drawing. There were 67 teens in attendance for cake, ice cream, goodie bags, door prizes and the summer reading prize raffle of 225 gifts. On Thursday, August 18th we had Teen Scene Movie Day. Fifteen teens enjoyed the movie "The Sandlot" along with popcorn and drinks. Our next Teen Scene meeting will be on Thursday, September 8th, when we will play the game Outburst.
3. **Adult Programs-** There were four in attendance for the August 16th meeting of Summer Shorts. The next meeting will be Monday, September 12th at 6:30. Copies of the two short stories by Amy Tan that will be discussed are available at the desk. We had 39 people in attendance for Mitch Stone and Judy Triem's presentation on "Santa Paula: A Cryptic History" on Thursday, August 18th. Our CSUCI Fall Lecture Series begins Tuesday, September 20th at 6pm with the topic "Robots of CCSU Channel Islands." The fall session of "Look! A Book!" begins Thursday, September 8th at 6pm. Olivia has prepared bookmarks containing adult programming information for September to be given out to adults during checkout.
4. **Other-** We had 469 children participate in our "Read for the Win" 2016 Summer Reading Program. There were 155 teens who signed up for our "Get in the Game- Read" 2016 Teen Summer Reading Program. The teens earned 5,855 tickets, and each ticket represented 50

pages read. A total of 292,750 pages were read over the seven weeks of our program. There were 13 fewer readers than last year, but 166 more tickets earned and 8,300 more pages read! These are the most pages read since 2005 and the second highest number of pages read in the eighteen years of our program!

- 5. Something New and Exciting!** Ned received an email from NASA about partnering with them through their LIFTS (Library Initiative for Teachers and Students) program. On August 8th, we met with three representatives from the NASA AERO institute and agreed that this would be a wonderful connection for our library. NASA has received a grant to partner with libraries in underserved communities with the goal of increasing interest in space, science, and their related professions, and they selected us to participate! This will enable us to receive a collection of NASA books, printed materials, and resources, as well as program opportunities and even moon rocks to display. Olivia and I will be attending a five hour training session on Saturday, August 20th at the AERO Institute in Palmdale. This is such a terrific opportunity for our library and is certain to be a partnership that is "Out of this World!" :-)

Blanchard Community Library
proudly presents

Craig Newton

Singer, songwriter, performer extraordinaire in
"Fun with Music!"



Tuesday,
September 13th, 2016
6:30 p.m.



Great for preschoolers
and all ages!



Blanchard Community Library 119 N 8th Street, S.P.
(805) 525-3615 www.blanchardlibrary.org

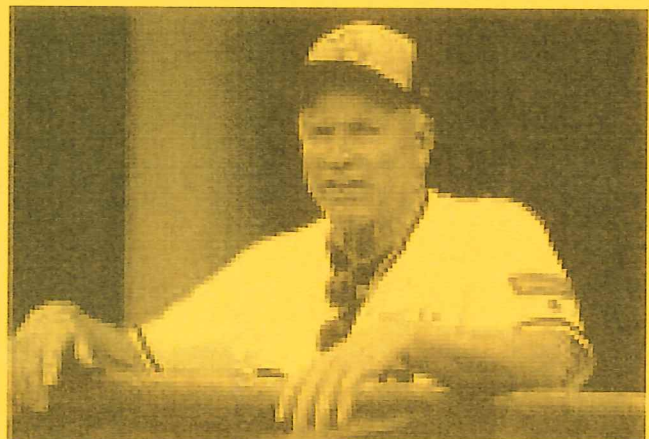




A Night with Jim Colborn



Tuesday,
September 27th, 2016
at 6:30 pm



Join us for a fun filled evening with
Jim Colborn ~ Former major league
baseball pitcher and former pitching
coach for the Los Angeles Dodgers!

All ages welcome!

Blanchard Community Library
119 N 8th Street, S.P

805-525-3615 www.blanchardlibrary.org

Catch the Magic
with Teen Scene!!

Join us for
an enthusiastic game of "Outburst"!

Thursday,
September 8th
3:30 - 4:30 pm

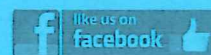


Friends! Games! Snacks!
Books! Fun! Prizes!

6th grade & up or ages 12 - 17 welcome!

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(805) 525-3615

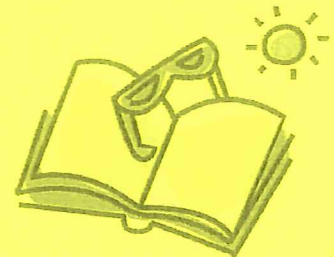
www.blanchardlibrary.org





"Summer Shorts"

A Short Story Discussion Group
Just For Adults!



Led by newly retired Ventura College professor Deborah Pollack, this promises to be a stimulating and enjoyable way to explore the art of the short story!

Monday, September 12th, 2016
6:30 p.m.



"Two Kinds" and
"Mother Tongue" by Amy Tan.

Copies available at the desk.



Blanchard Community Library
119 N 8th Street, Santa Paula 805-525-3615
www.blanchardlibrary.org



Blanchard Community Library
presents
CSUCI Fall Lecture Series

Robots of CSU Channel Islands:
"Some Talk the Talk, Some Walk the Walk"
by David Claveau,
Ph.D., Assistant Professor of Computer Science

Tuesday, September 20th
6:00 pm

CSU Channel Islands has been experimenting with robots to improve the ways in which we can interact with them. In one project they have a robot that can walk on four legs. It was designed and built entirely at Channel Islands and consists mainly of 3-D printed components. In another project they have made it possible for a humanoid robot to read aloud and communicate emotion by changing its voice and posture. CSUCI is happy to share their latest results with the community.

Save the date for our next engaging and informative program

Tuesday, October 18th "Family Storytelling Night: Traditions from around the World"
by Claudia Reder, Ph.D., Lecturer in English.

Tuesday November 14th "Danza Mexica: Indigenous Identity, Spirituality, and Activism"
by Jennie Luna, Ph.D., Assistant Professor of History

Tuesday, December 6th "Reinterpreting Local History: La Voz de la Colonia, Ventura County's Spanish Language Newspaper, 1926-1932"
by Jose Alamillo, Ph.D., Professor of Chicano/a Studies



Follow us on
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Blanchard Community Library

119 N 8th Street, Santa Paula

805-525-3615

www.blanchardlibrary.org



like us on
facebook

LOOK! A BOOK!

Learn How to Transform Books Through Art



Local artist, Carolee Christy is leading the first 5 week workshop series and will be focusing on two types of book art projects. First students will make a bird house using book pages - a 3-D art project! Next students will learn how to alter a book using techniques of folding, paint and collage to create pockets and beautiful pages within a book. It is a fun way to learn how altered books can be made into journals, collections, memory books, travel journals and many other art creations. Classes are free, but a small supplies fee will be collected. All are welcome! Adults and teens. No art experience is necessary. You will be amazed by your own talent and inspired by your fellow students. Sign UP NOW!

Fall Session #1

Thursday, September 8 th	6:00 – 8:00pm
Thursday, September 15 th	6:00 – 8:00pm
Thursday, September 22 nd	6:00 – 8:00pm
Thursday, September 29 th	6:00 – 8:00pm
Thursday, October 6 th	6:00 – 8:00pm



Blanchard Community Library 119 N 8th Street,
805-525-3615 www.blanchardlibrary.org

Summer Reading Program Stats

2016 Get in the Game-Read!

155 Teen Sign Ups

Tickets Earned=5,855

292,750 Total Pages Read!

Read for the Win!

Children's Program = 469

2015 Read to the Rhythm

168 Teen Sign Ups

Tickets Earned = 5,689

284,450 Total Pages Read!

Children's Program = 542

2014 Fizz, Boom, Read!

134 Teen Sign Ups

Tickets Earned = 5,497

Pages Read = 274,850

Children's Program = 537

2013 Dig Into Reading!

139 Teen Sign Ups

Tickets Earned= 4,647

Pages Read = 232,350

Children's Program = 458

2012 Dream Big, Read!

134 Teen Sign Ups

Children's Program= 590 Participants

Tickets Earned = 3,279

Pages Read = 163,950

2011 Open a Book, Open the World

149 Teen Sign Ups

Children's Program= 636 Participants

Tickets Earned= 4,815

Pages Read = 240,750

2010 Make Waves @ Your Library

Make a Splash-Read!

135 Teen Sign Ups

Children's Program= 584-625 Participants

Tickets Earned = 4,916

Pages Read = 245,800

2009 Wanted: Readers!

Saddle Up and Read!

157 Teen Sign Ups

Children's Program = 560 Participants

Tickets Earned = 4,238

Pages Read = 211,900

2008 Catch the Reading Bug!

133 Teen Sign Ups

Children's Program = 524Participants

Tickets Earned = 5,207

Pages Read = 260,350

2007 Get a Clue @ Your Library

126 Teen Sign Ups

Children's Program = 425 Participants

Tickets Earned = 4,098

Pages Read = 204,900

2006 Paws, Claws, Scales, and Tales

117 Teen Sign Ups

Children's Program = 398 Participants

Tickets Earned = 4,498

Pages Read = 224, 900

2005 Laugh It Up! @ Your Library

138 Teen Sign Ups

Children's Program = 409 Participants

Tickets Earned = 6,674

Pages Read = 333,700

2004 Track It Down @ Your Library

140 Teen Sign Ups

Children's Program = 408 Participants

Tickets Earned = 5,526

Pages Read = 276,300

2003 Sail Away With Books!

133 Teen Sign Ups

Children's Program = 502 Participants

Tickets Earned = 4,635

Pages Read = 231,750

2002 Discover a Hoppin' Place @ Your Library!

154 Teen Sign Ups
Children's Program =
Tickets Earned = 5,378
Pages Read = 268,900

2001 Wolfin' Down Books @ Your Library

143 Teen Sign Ups
Children's Program =
Tickets Earned = 4,274
Pages Read = 213,700

2000 Go Wild For Books!

177 Teen Sign Ups
Children's Program =
Tickets Earned = 3,260
Pages Read = 163,000

1999 Catch the Magic- Read!

159 Teen Sign Ups
Tickets Earned = 2,516
Pages Read = 125,800

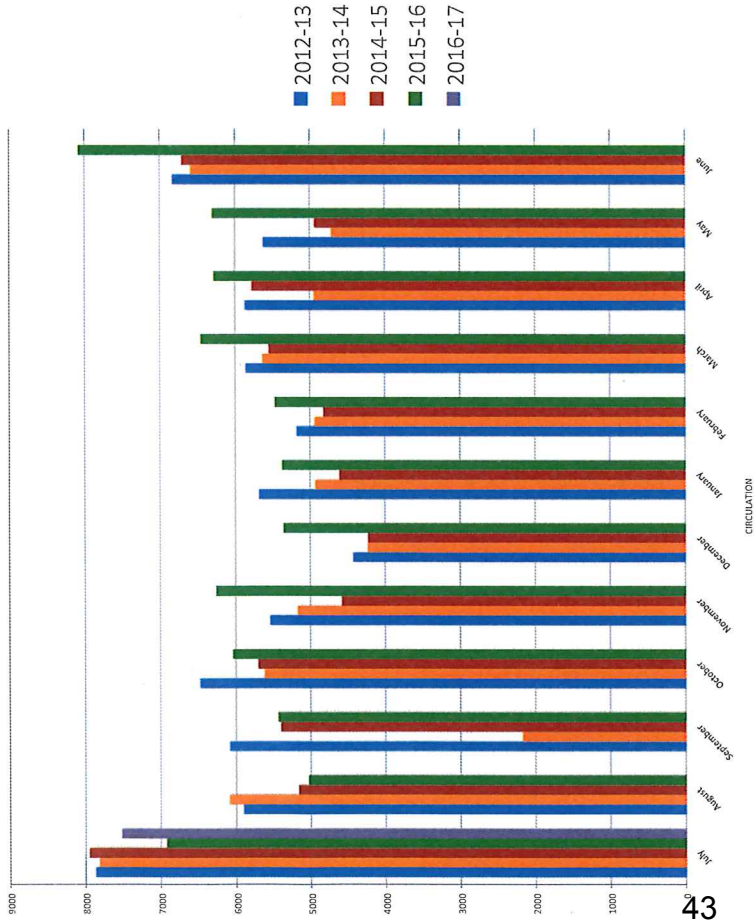
Reading is Out of This World!

Children's Program =

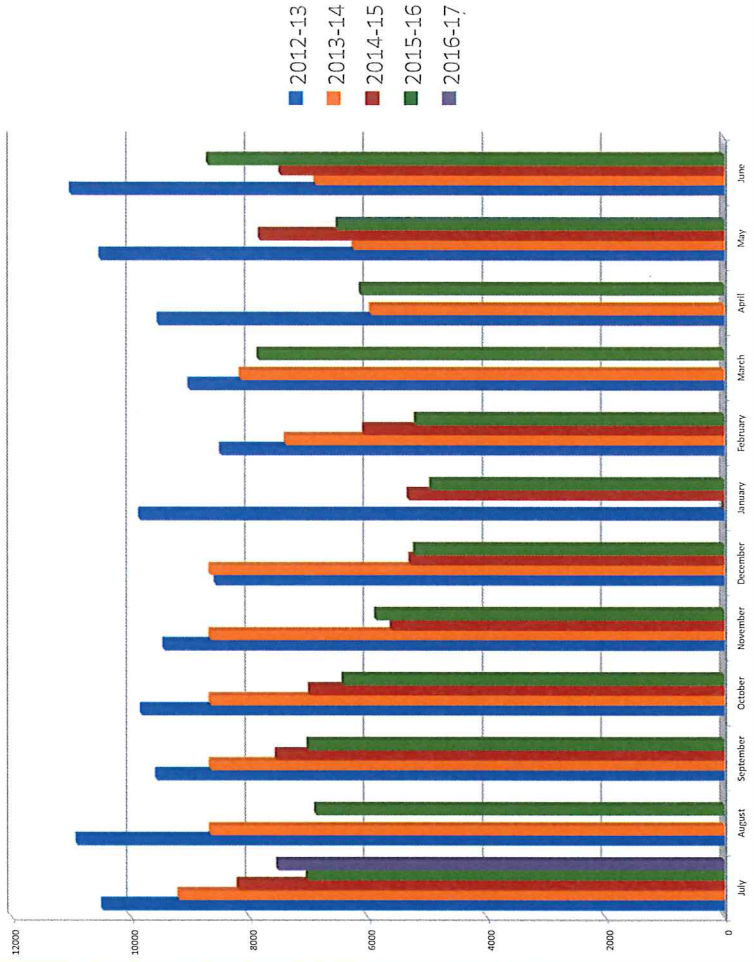
REGULAR MEETING OF AUGUST 23, 2016
I(c) REPORTS: DISTRICT DIRECTOR'S REPORT

1. Statistics
2. Restroom Renovation
3. November Election
 - a. Nomination papers
 - b. Ballot measure
 - c. PAC
4. Master Space Plan
5. CalPERS Investment Returns
6. Chamber Mixer September 21
7. 2015-16 audit (August 29-31)

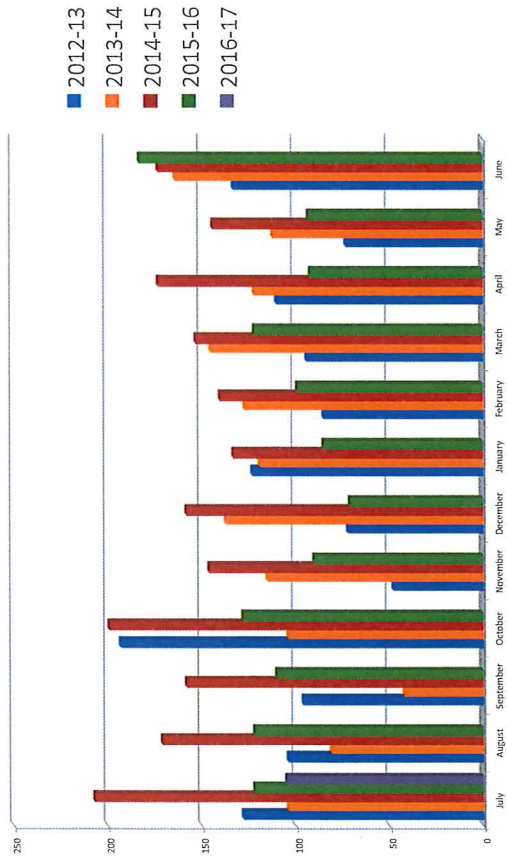
TOTAL CIRCULATION



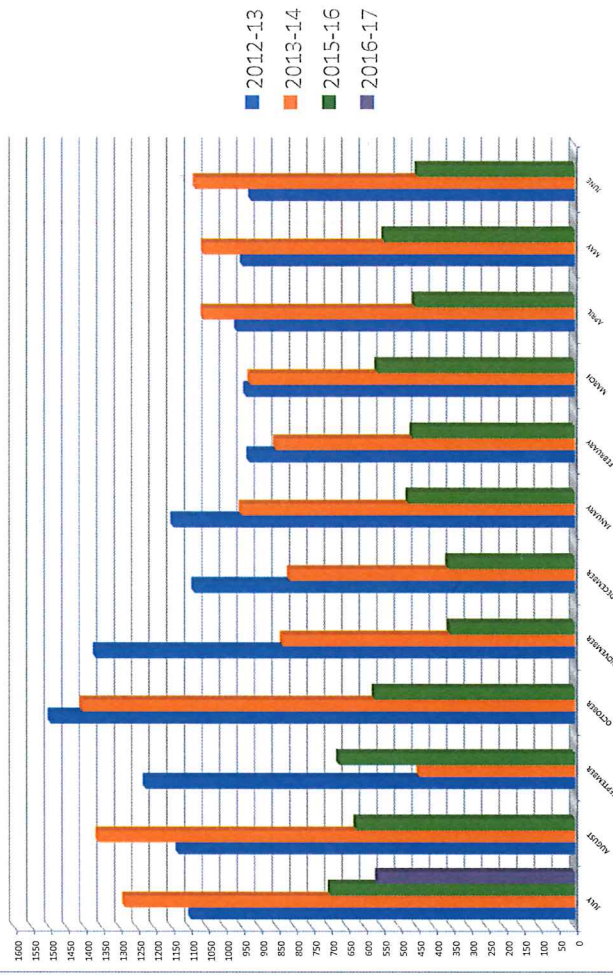
PATRON COUNT



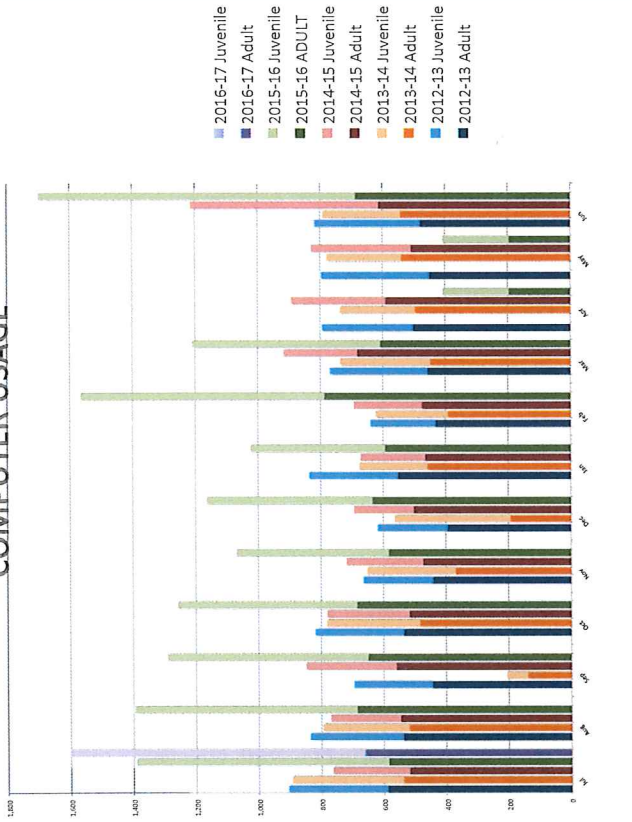
PATRON REGISTRATIONS



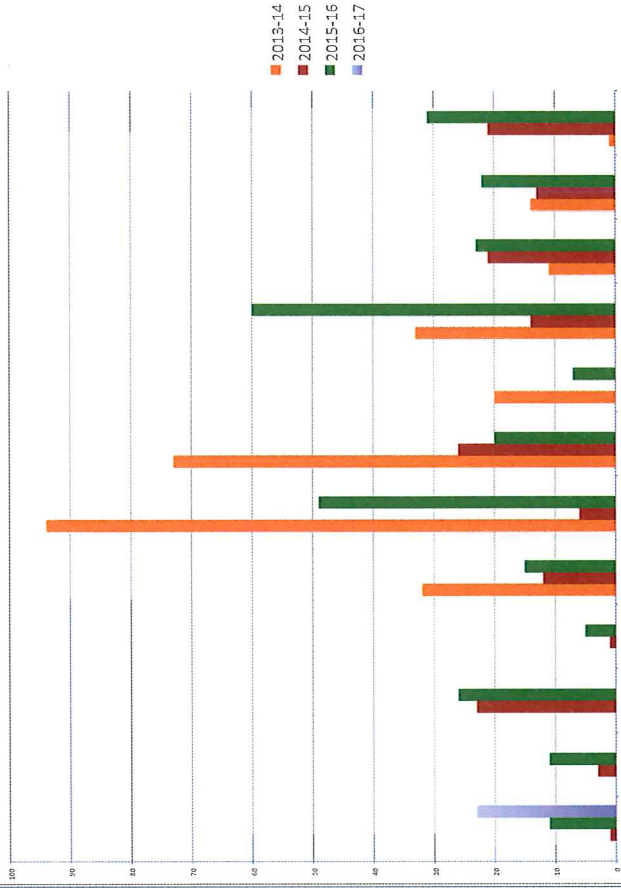
REFERENCE INQUIRIES



COMPUTER USAGE



ZINIO CIRCULATION



eBOOK CIRCULATION

