



alachua county library district

...thinking outside the book

*Accomplishments Report for
Fiscal Year 2009-2010*

**Long Range Facilities & Service Plan
Fiscal Years 2009-2014**

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PREFACE

This version of the Long Range Facilities and Service Plan for Fiscal Years 2009-2014, approved by the Library District's Board of Trustees and Governing Board includes the District-wide accomplishments for Fiscal Year 2009-2010. These represent the continuing efforts of our Library District, staff, management and boards to achieve the goals outlined in the plan and the Library District's Mission Statement.

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FISCAL YEAR 2010-2011

GOVERNING BOARD

Eileen F. Roy, Chair
School Board of Alachua County

Scherwin Henry, Vice Chair
City of Gainesville Commission

Mike Byerly
Alachua County Commission

Cynthia Moore Chestnut
Alachua County Commission

Paula DeLaney
Alachua County Commission

Thomas Hawkins
City of Gainesville Commission

.....

J. K. "Buddy" Irby, Clerk of the Alachua County Library District

BOARD OF TRUSTEES

Kim A. Worley, Chair

Vivian L. Filer, Vice Chair

Sheila Dickison

Dorothy Field

Xavier J. Monroe

Gloria Moore

Vacant

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**Governing Board and Board of Trustees at Time of LRP Approval in
FISCAL YEAR 2008-2009**

GOVERNING BOARD

Pegeen Hanrahan, Chair
Mayor, City of Gainesville

Mike Byerly, Vice Chair
Alachua County Commissioner

Paula DeLaney
Alachua County Commissioner

Craig Lowe
City of Gainesville Commissioner

Lee Pinkoson
Alachua County Commissioner

Eileen F. Roy
School Board of Alachua County

.....

J. K. "Buddy" Irby, Clerk of the Alachua County Library District

BOARD OF TRUSTEES

Dorothy Field, Chair

Kim A. Worley, Vice Chair

Joanne B. Auth

Joel M. Buchanan

Vivian L. Filer

Carol A. Higman

Harold B. Wilbur

**Management Team at Time of LRP Approval in
FISCAL YEAR 2008-2009**

Sol M. Hirsch
Library Director

Terry Rasch
Assistant to the Library Director

Shaney Livingston
Administrative Services Division Director

Suzi Blaze
Administrative Services Administrator

Annette M. Perez
Financial Services Administrator

Daniel S. Whitcraft
Facilities/Safety Services Administrator

Mark Graudons
Facilities Maintenance Manager

Angela Harris
Administrative Assistant for Public Relations

Terri Hutchinson
Administrative Assistant for Literacy

Janice M. Scales
Administrative Assistant for Personnel

Marlene A. Harris
Support Services Division Director

Daniel Barden
Technical Services Administrator

Thomas Schulte
Automated Services Administrator

Elizabeth Curry
Public Services Division Director

Linda Stefanelli
Public Services Administrator

Phillis Filer
Public Services Administrator

Christine Culp
eBranch Library Manager

Be Astengo
Adult Services Sr. Library Manager

Paula Worthy
Circulation Services Sr. Library Manager

Diane Colson
Youth Services Sr. Library Manager

Anita Jenkins
Outreach Services Library Manager

Caryl McKellar
Alachua Library Manager

Guy Hudspeth
Archer Library Manager

Memree Stuart
Hawthorne Library Manager

Martha Roberts
High Springs Library Manager

Elizabeth Allerton
Micanopy Library Manager

Sharon Jackson
Millhopper Sr. Library Manager

Susan Morton
Newberry Library Manager

Ike Welch
Tower Road Sr. Library Manager

Bruce Stewart
Waldo Library Manager

**LONG RANGE PLANNING COMMITTEE
FISCAL YEAR 2008-2009**

ACLD LEADERSHIP TEAM

Sol Hirsch, Library Director

Shaney T. Livingston, Administrative Services Division Director

Elizabeth A. Curry, Public Services Division Director

Marlene A. Harris, Support Services Division Director

Suzi Blaze, Administrative Services Administrator

Annette M. Perez, Financial Services Administrator

Daniel S. Whitcraft, Facilities/Safety Services Administrator

Phillis Filer, Public Services Administrator

Linda Stefanelli, Public Services Administrator

Daniel Barden, Technical Services Administrator

Thomas G. Schulte, Automated Services Administrator

INTRODUCTION

Alachua County encompasses approximately 965 square miles and is included within the Gainesville Metropolitan Statistical Area. Alachua County is located in North Central Florida almost midway between the Atlantic and Gulf Coasts, approximately 145 miles southeast of Tallahassee, the State Capital, 100 miles north of Orlando and 70 miles southwest of Jacksonville. In addition to Gainesville, the County Seat and population center, eight other incorporated municipalities are located within the County: Alachua, Archer, Hawthorne, High Springs, LaCrosse, Micanopy, Newberry and Waldo.

Alachua County has a rich variety of educational opportunities for all ages. Gainesville is the home of the University of Florida, a major public land-grant research university which is the oldest and largest university in Florida. P.K. Yonge Developmental Research School is affiliated with the University of Florida, serving students in kindergarten through twelfth grade. Santa Fe College offers college-level courses, awards Associate of Arts degrees, has extensive community education programs and over 80 fast-track career programs. Other educational institutions offer courses through Santa Fe College's University Center and campuses: Barry University, Saint Leo University, University of Central Florida, St. Pete College and Webster University offer residents a variety of undergraduate, graduate degrees and career options. City College, a fully accredited college, offers a variety of programs in specific career fields. The Alachua County public school system is comprised of 23 elementary schools, 7 middle schools, 7 high schools, 6 centers, and 12 charter schools. In addition, 22 magnet programs and academies are offered through these public elementary, middle and high schools. There are over 60 preschool, private, special, vocational and denominational schools in Alachua County. During 2007-2008, 411 families were registered for a total of 642 children in Alachua County home education programs^a.

Chapter 98-502, as amended by 03-375, Laws of Florida, established the Alachua County Library District (ACLD) as an independent special taxing district and sole the provider of public library services in Alachua County. The District and Alachua County's boundaries are congruent.

The District's Governing Board is composed of three members of the Board of Alachua County Commissioners, two members of the Gainesville City Commission, and one member of the School Board of Alachua County. "Governors" are selected by their respective Commissions to serve on the Library District Board.

The Governing Board may levy ad valorem taxes up to 1.5 mills for operational and capital expenditures, and all millage necessary to pay the principal and interest on general obligation bonds. The District's authority to levy 0.5 mills for capital improvements ended April 2001. The District also has authority to issue limited tax bonds for capital improvement purposes and General Obligation Bonds with referendum approval.

^a Florida Department of Education Office of Independent Education and Parental Choice. Home Education. August 2008. http://www.floridaschoolchoice.org/information/home_education.

According to the Special Act creating the District, the Governing Board has powers to adopt an annual budget, establish service levels, adopt a long range facilities and development plan, lease or purchase property, contract for services, receive grants, and take any other action necessary to provide public library services to the people of Alachua County.

The Governing Board appoints the seven member Board of Trustees, a citizen volunteer board which is part of the governing structure of the Library District. Three of the seven members are Alachua County representatives, three are City of Gainesville representatives, and one is a representative of the League of Cities.

Responsibilities of the Board of Trustees include developing recommendations on policy, budget, and plans for the Library District; reporting at meetings on matters that may affect the District; responding to requests by the Governing Board for various recommendations; reporting information about Library issues; and listening and responding to citizens who have questions relating to the Library District and libraries in general.

The Alachua County Library District provides public library service to a countywide population of approximately 252,388 in 2008^b. Residents living in the incorporated area comprise 58.38% of the total county population with 41.62% residing in the unincorporated area^b. Based on the Alachua County population estimates as of April 1, 2007^c, approximately 2.80% of the total population is age 80 and older; 6.83% fall between the ages of 65-79; 8.98% fall between the ages of 55-64; 23.76% between the ages of 35-54; 38.68% between the ages of 18-34; and 18.95% between the ages of 0-17. Approximately 66.10% of the total population is Non-Hispanic White, 20.43% are Non-Hispanic Black, and 13.47% are Other. Alachua County had an increase of 3,296 Hispanics from 2006-2007, making 8.79% of the population Hispanic. Persons of Hispanic origin may be of any race.

The District is a centralized system with a Headquarters Library located in downtown Gainesville. One large branch is located in northwest Gainesville (Millhopper Branch) and another large branch is located in unincorporated Alachua County (Tower Road Branch). Seven branches reside in the municipalities of Alachua, Archer, Hawthorne, High Springs, Micanopy, Newberry and Waldo. In 2006-2007, an eBranch was established to oversee the Library District's website and transition it to a "virtual" branch for patrons. In addition, the District operates two bookmobiles and provides library service to the inmates of the Alachua County Jail through an interlocal agreement with the Alachua County Sheriff.

In 2007-2008, the Alachua Branch was remodeled and expanded an additional 6,000 square feet, more than doubling its size. Major emphasis was placed on services and facilities for children and young adults. The Branch reopened in August 2008 to an enthusiastic community and features a fantasy "Snuggle Up" center and "The Spot", an area designed especially for teens. In January 2009, the Millhopper Branch opened its temporary location on the second floor of the Bank of America building on NW 43rd Street in Gainesville so that construction of the

^b Population 252,388. Estimate 2008. Bureau of Economic and Business Research, College of Business Administration, University of Florida.

^c Population 247,561. Estimate 2007. Bureau of Economic and Business Research, College of Business Administration, University of Florida.

permanent facility began to add an additional 8,500 square feet to its facility. When the permanent site reopens in FY 2009-2010, facility enhancements will include a playground, two meeting rooms, separate quiet reading room, young adult area, expanded children's area with a "Snuggle Up" corner, study rooms and more parking.

The Library District offers borrowing privileges free of charge to any resident of the State of Florida. Through reciprocal borrowing agreements, Alachua County citizens may borrow free of charge from library systems in these surrounding counties: Baker, Bradford, Clay, Columbia, Dixie, Gilchrist, Lafayette, Levy, Marion, Putnam, St. Johns and Union. In addition, Alachua County citizens may borrow materials from public libraries in Nassau, Flagler and Hendry counties, which also offer free borrowing privileges to Florida residents.

In addition to reciprocal borrowing agreements, the Library District has contracts with the Murphree Law Library, the Matheson Historical Center and the Civic Media Center which provide for the inclusion of the collections owned and maintained by these organizations to be listed in the District's online catalog. Prior to these agreements the collections had not been cataloged or made available online. There is now increased access to more materials within the community at minimal cost to all agencies.

Current Plan and Financial Environment

The purpose of the Alachua County Library District Long Range Facilities & Service Plan Fiscal Year 2009-2014 is to guide our activities in providing the best possible library service to our patrons and community. To be effective, the Library District must be agile and able to quickly respond to trends and technologies that we cannot predict. Therefore, while the Strategic Direction and Priorities of the Plan will be followed, Initiatives and Strategies will be continuously honed and improved through interactive discussion with our community.

This year, the Library District and other local governments and special tax districts have realized the revenue limitations imposed by the state legislature and through voter referendum. The weak economy and especially the fragile housing market with lower assessed property values and fewer home sales compounded the imposed revenue limitations. The fiscal outlook for the Library District is dreary over the short-term. There is concern that the state legislature will further limit the revenue capacity of local government in the upcoming session.

At the same time, the Library District and public libraries around the country are experiencing significant increases in use as more persons turn to borrowing rather than buying books, movies, music, and information. Many more persons are eligible for e-government services and seeking jobs. They turn to the Library District for assistance with filings and job skill development.

In response, the Library District continues to prioritize direct services and programs through our facilities and website. Our goal at this time and under these economic conditions is to sustain or moderately increase service levels (after careful evaluation and consideration of potential lost opportunities). The themes "work smart" and "continuous improvement" are emphasized throughout this Plan. Fiscally, we will sustain our service levels by limiting capital development projects, deferring other capital projects, and reducing transfers to the capital reserve fund.

This year the Leadership Team continued its strategic approach to planning. During this time of fiscal uncertainty in our society and the communities we serve, the Library District will emphasize two major Strategic Directions. The library will be customer focused, and the library will continuously seek to improve. While these strategic directions are not new to the Library District, the emphasis will be even more critical in the next five years.

Priorities are defined in the plan as the broad areas of concentration for the entire Library District. This year we have included community collaborations in our statement of Priorities.

Initiatives outline the areas of concentration for the Priorities. Both the Priorities and Initiatives provide the framework for the Strategies. The Initiatives emphasize working smarter to enhance the efficiency and effectiveness of services, and collecting feedback from and working interactively with our community to look for new or better ways to provide services.

Strategies are the approaches taken by staff to address the Initiatives. Each Division and its component units (i.e., Section, Department, or Branch Library) will develop specific activities to detail the tasks, resources and staff responsibilities necessary to meet each Strategy that applies to them. Not all component units will be directly involved with all elements of this Plan. However, some units may serve in a support capacity to the unit that is primarily responsible for accomplishing an Initiative or Strategy.

This year the planning process was coordinated by Elizabeth Curry, the Public Services Division Director, and developed by the Leadership Team with input from staff at all levels. The Leadership Team began with a day long planning retreat, facilitated by the Executive Director of the Florida Library Association, to identify broad strategic directions. Then each division, department and branch held staff meetings to refine the broad directions and develop specific Priorities and Initiatives. The Leadership Team reviewed the working documents to consolidate the information and develop a final draft. The work of staff at all levels throughout the Library District was insightful, on target, and invaluable to this final document.

Several Plan versions containing different degrees of detail will be developed. There will be an abbreviated version of the Plan including Priorities, Initiatives and Strategies to be used for general presentation and distribution. A more detailed version, including an introduction and informational appendices, has been developed for the Joint Trustee and Governing Board workshop presentation. A third document will identify specific activities that each section, departments, and branches will undertake to complete their assigned Strategies.

Effective implementation of the Plan is dependent on staff, their acceptance of the plan elements, and their ability to interpret the strategic directions. The continued success of the Library District is dependent on the participation of all staff in the planning process. Staff interaction with the public will provide a source of feedback which can be used to refine the Plan and identify improvements that lead to enhanced services and practices. Organizations thrive in environments where staff will speak candidly with peers, supervisors, and administrators. The Library District is a prime example.

Upon Board approval of the Plan, the document will be given to staff to incorporate elements into their budget development and to identify specific activities. The activities will be the basis for the Accomplishments Report to be produced in the first quarter of FY 2010.

Special thanks are extended to the entire staff for the care and attention they gave to this planning document. Good planning has allowed the Alachua County Library District to best allocate existing resources, identify service priorities, demonstrate accountability, and with the accomplishments document, realize the completion of goals and objectives. Active staff participation in the planning process has resulted in the Alachua County Library District being the standard for public library service in Florida.

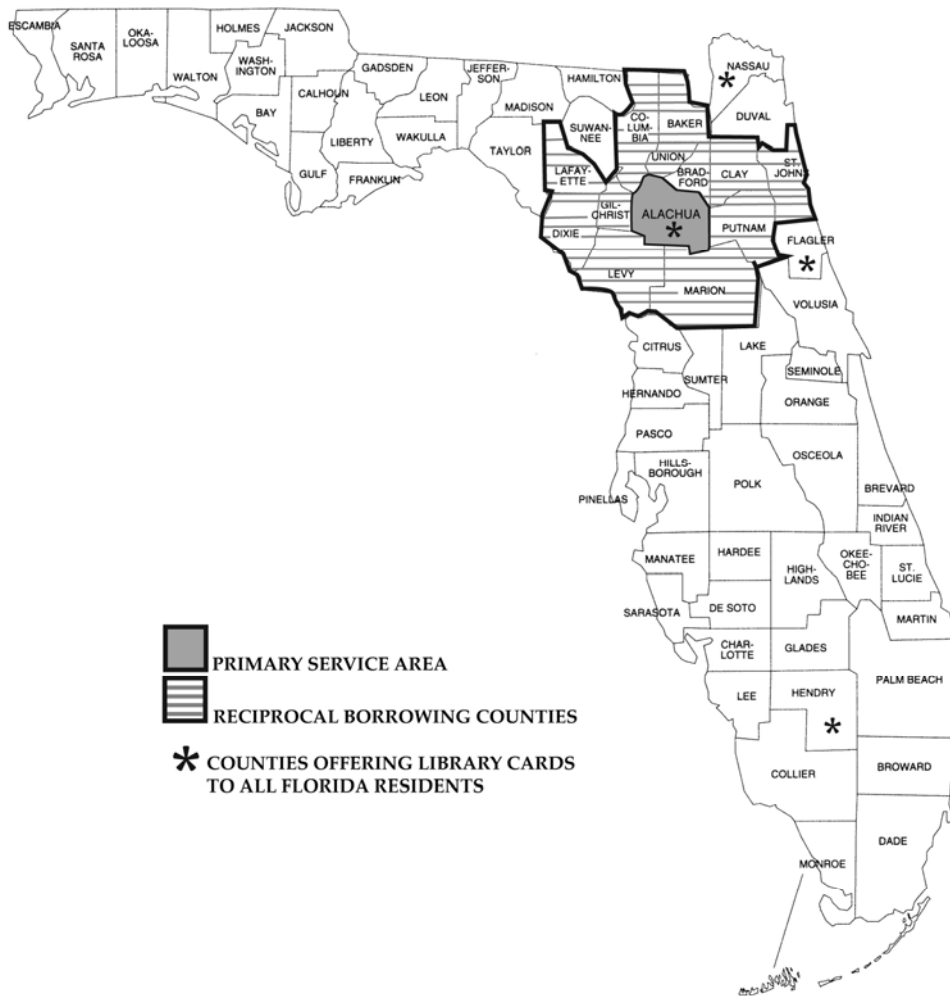
For more information about the Alachua County Library District, call or write:

Library Director
Alachua County Library District
Headquarters Library
401 East University Avenue
Gainesville, FL 32601

Administration: (352) 334-3910
(352) 334-3918 (fax)

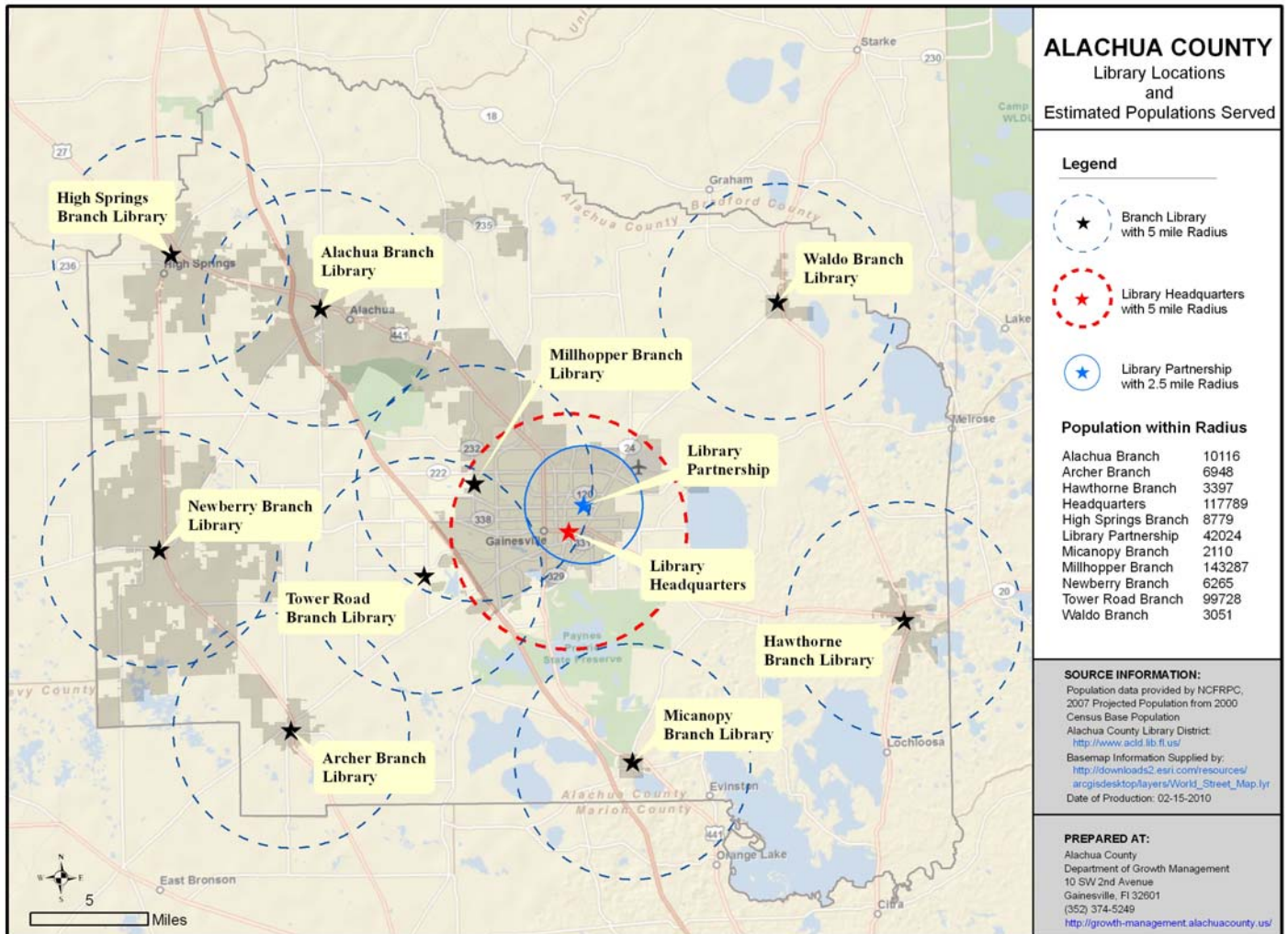
Visit our web site: <http://www.aclib.us/>

Service Area Alachua County Library District Alachua County, Florida

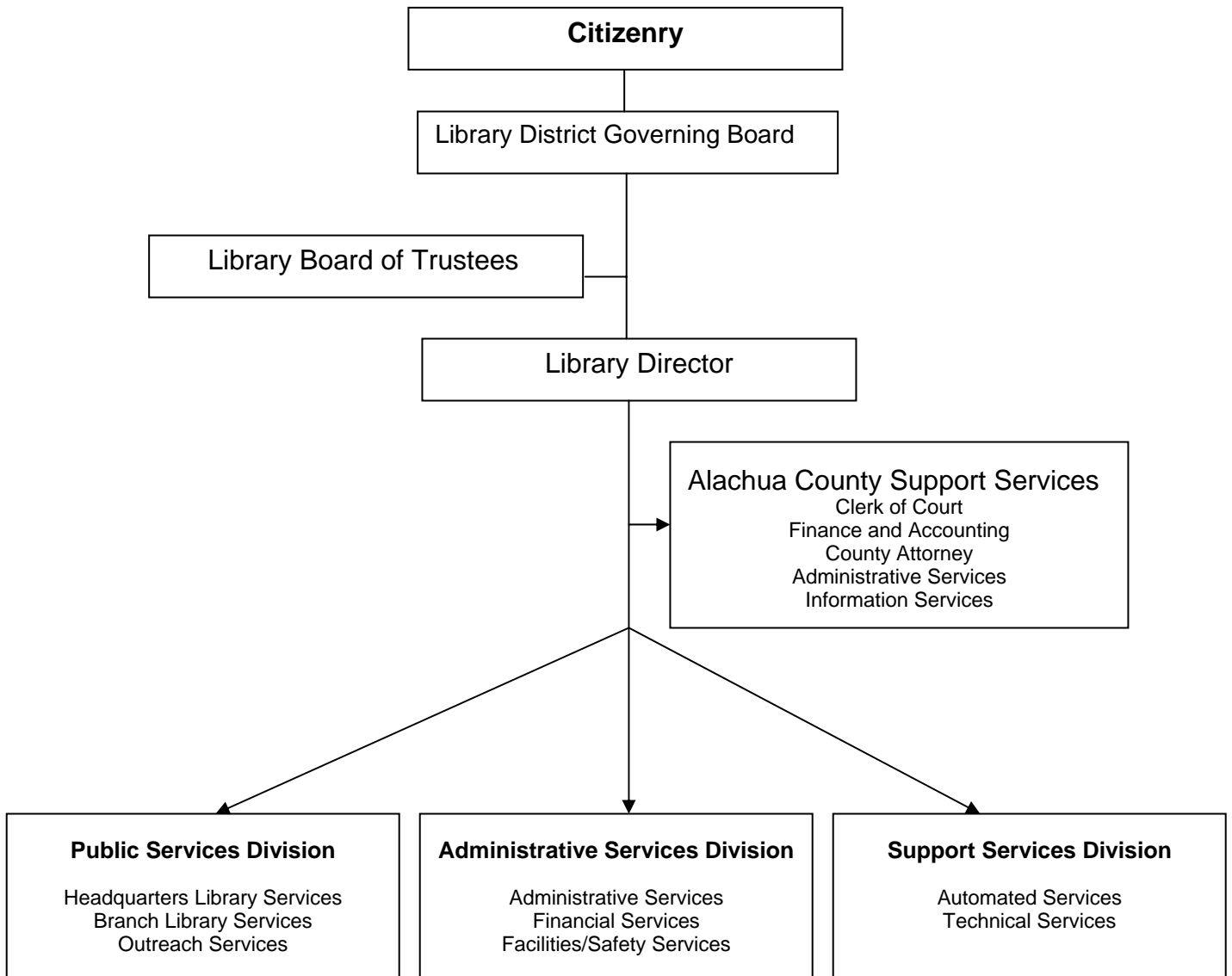


Location of ACLD Agencies

Headquarters and Branches 2009 - 2010



**ALACHUA COUNTY LIBRARY DISTRICT
ORGANIZATIONAL CHART FY 2009-2010**



VISION, MISSION AND CORE VALUES

Vision

Empowering minds, enriching lives

Mission

Education, Information and Entertainment

We Value...

- Diversity of people and ideas
- Free and equal access
- Excellent and innovative service
- Open exchange of ideas

In support of our core values, the Library District provides an environment where both patrons and staff shall be free from discrimination and harassment based upon race, color, religion, ethnicity, age, sex, sexual orientation, gender identity or gender expression, marital status, national origin or disability.

In addition, the Library District supports equal employment opportunities for all staff and applicants. Discrimination against any person in recruitment, examination, appointment, training, promotion or any other employee action because of political or religious opinions or affiliations, or because of race, color, ethnicity, age, sex, sexual orientation, gender identity or gender expression, marital status, national origin or disability is prohibited.

ACLD MISSION STATEMENT

Adopted by the Board of Trustees on February 19, 2003

Adopted by the Governing Board on April 10, 2003

The Alachua County Library District (ACLD) offers the residents of Alachua County:

- Access to materials in a variety of formats to meet their needs for general information, popular topics and titles, and recreational reading;
- Assistance and instruction in using Library resources to acquire information and enrichment;
- Information about the community and community issues and access to free civic, cultural and entertainment activities;
- Resource support for students in formal education, home schooling, vocational and preschool programs.

To achieve its mission the ACLD is committed to:

- A well-trained, highly knowledgeable and approachable staff;
- A collection of materials of ample depth and breadth to meet the needs of our diverse community;
- State-of-the-art information technology; and
- Facilities that are comfortable, welcoming, well maintained and well equipped.

Strategic Directions:
Community Focused & Continuously Improving Services

PRIORITIES

1. **RESPONSIBLE MANAGEMENT** is the Library District's highest priority and results in all Alachua County residents receiving excellent and equitable library services that set a standard for Florida public libraries.
 - *The community has confidence in the management of the Library District, which strives to maximize the public's return on investment.*
2. **PROGRAMS & SERVICES** are diverse, community focused and continuously enhanced.
 - *Community members have services and programming that promote reading in order to expand knowledge, enrich lives, foster imagination and achieve individual success.*
3. **COLLABORATIONS** are fostered with community groups to develop partnerships, strengthen civic engagement, and promote library awareness.
 - *Community organizations have the participation, support and leadership of Library District staff who will work collaboratively to build a stronger community.*
4. **COLLECTIONS** reflect our diverse communities in the format, scope and depth necessary to meet current and anticipated needs and interests.
 - *Community members have multiple means of access to materials in a variety of formats that reflect their diverse needs for information, enrichment & entertainment.*
5. **LIBRARY ENVIRONMENTS** are welcoming community spaces used for many purposes.
 - *The community has library environments, physical and virtual, that are the welcoming, accessible, and safe places for individuals and groups -- "living rooms of the community."*
6. **STAFF MEMBERS** are empowered by an environment of teamwork and a culture of continuous improvement in order to provide excellent service.
 - *The community is served by library staff members who reflect the community and are well trained, motivated and customer-focused.*

INITIATIVES & STRATEGIES

1. **RESPONSIBLE MANAGEMENT** is the Library District's highest priority and results in all Alachua County residents receiving excellent and equitable library services that set a standard for Florida public libraries.

- *The community has confidence in the management of the Library District, which strives to maximize the public's return on investment.*

Initiative A: Monitor community trends and evaluate services to ensure exemplary, efficient, effective, and relevant services are provided.

Strategies:

1. Analyze demographic patterns, usage statistics, community feedback and growth service areas through surveys, observations, discussions, focus groups, dialogs and statistics.

**2009-
2010** **PUBLIC SERVICES**

Library District staff facilitated and participated in the *Tell Us Your Thoughts* sessions for community organization members, the public and staff that were held at the branches and throughout the community as part of the Long Range Planning process. Surveys were also distributed and collected, and results compiled. A community survey for community input was created for the eBranch, and staff compiled and summarized the comments.

Public Services staff at all locations participated in the eGovernment usage survey designed to track usage of eGovernment services at all locations. The results were used to satisfy a LSTA grant and track eGovernment-related questions received by staff.

Headquarters

The **eBranch** gathered usage statistics and community feedback continuously on the website.

Branches

The **High Springs Branch** Manager participated in the Main Street High Springs Committee, High Springs Chamber of Commerce, Woman's Club, Garden Club and Rotary Club, and the Santa Fe Kiwanis Club to solicit input on possible library services.

The hours at the **Library Partnership** were changed to 9:00 am to 6:00 pm on Mondays and Tuesdays to coordinate service hours with Partnership for Strong Families social service providers.

Millhopper and Tower Road branch staff monitored gate count

statistics to gauge level of service for evening hours for the possibility of changing/expanding evening hours or nights the branches are open.

2. Utilize professional standards to assess service levels, options and directions for public library service.

**2009-
2010** **PUBLIC SERVICES**

A staffing analysis was conducted to determine staff needed to meet exceptional public service levels at Library District locations. Participating branches and departments were: Alachua, Millhopper, Tower Road, Adult Services, Circulation Services and Youth Services. Data obtained supported the staff reallocation scheduled for October 2010.

Headquarters

Outreach Services Jail Library staff assessed the branch's services and service levels. A renewed emphasis on communication and coordination with the Alachua County Sheriff's Office resulted in a greater variety of high interest services to inmates.

3. Provide library services to communities, persons, or groups identified as currently not receiving an adequate level of service.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff assisted patrons with eGovernment services, by providing dedicated computers and compiling content for an eGovernment web page for the eBranch. Volunteers were trained to assist patrons with eGovernment forms. Library District staff managed the 14-county LSTA funded eGovernment project.

American Sign Language classes for the hearing impaired, their families and the public were offered at Headquarters and the Alachua, Millhopper and Newberry branches. Staff at various branches provided weekly and monthly programs for infants and children at the local day care centers and offered regular programs for teens. Beginning computer classes for seniors were held at various locations.

Youth Services and Alachua Branch staff participated in the Prime Time Family Reading Time, bringing low income families with low literacy skills to the library for a six week series of programs.

Headquarters

Adult Services staff attended meetings of the Alachua County Coalition for the Homeless and Hungry and provided Street Cards to homeless patrons with information on free meals, shelter and social

services. Staff hosted two computer classes each month to assist new computer users and those needing more advanced training.

The eBranch provided 24/7 service to all patrons through the Library District website.

The Literacy Office coordinated the literacy efforts that are currently in place in Alachua County and assisted when a lack of service was identified (i.e., training for tutors and recruiting students).

Outreach Services staff reassessed the Bookmobiles' schedules to ensure library services were being provided to as many service areas as possible.

Branches

Hawthorne Branch staff collaborated with the newly formed Communities for a Lifetime Hawthorne Senior Community Center group to provide computer, craft and exercise programs and services specifically for the underserved population of community seniors. Staff served the area migrant population by attending the two migrant festivals to provide information on library services.

The Library Partnership provided services to children, teens and families, and offered homework assistance once a week for all ages. In September 2010, the Library Partnership was recognized as a "Bright Idea" by Harvard University's Ash Center for Democratic Governance and Innovation.

Millhopper Branch assigned a Librarian to focus on teen programming and assigned a Library Specialist to assist. The renovated Millhopper Branch has a designated teen area. A Librarian attended the monthly Community Coalition for Older Adults meetings.

Tower Road Branch staff were active in the Southwest Advocacy Group (SWAG), a grass roots group of concerned citizens and community activists supporting this and other efforts to assure equitable government and social services for this area of the county.

4. Support free public library access and services for all Florida residents.

2009- 2010 PUBLIC SERVICES

Public Services staff answered reference questions in-person, via phone and email, and by letter. Patrons utilized free computer access at all locations. Laptops were checked out to patrons who were able to reserve these devices through the PC Reservation system. Free wireless Internet access was available to patrons in our facilities or on the

property surrounding the buildings 24/7/365. Florida residents have access to free library cards from the Library District.

Headquarters

Adult Services provided free interlibrary loan services for Library District patrons.

Branches

The **Library Partnership** provided access to social services agencies.

5. Provide “exemplary” levels of service as identified in the Florida Library Association Standards for Public Libraries 2004

**2009-
2010** **PUBLIC SERVICES**

Public Services staff provided services that met or exceeded standards set by the Florida Library Association. The Alachua County Library District was designated as the Florida Library Association’s 2010 Library of the Year for emphasizing “excellent library services to improve quality of life for the entire community.” The Library Partnership and the (UF) Mobile Health Clinic are two unique and collaborative partnerships that have drawn national attention for “innovation and effectiveness.”

Community partnerships were developed and maintained with organizations such as Alachua County Schools, Partnership for Strong Families, North Florida Regional Hospital and Early Learning Coalition (Standard #48). American Sign Language Classes were publicized to local homeschooling groups (Standard #136).

Branches

In February 2010, the Library District reopened the renovated **Millhopper Branch** with a separate area for teens (Standard #144).

In January 2010, **Tower Road Branch** hours were expanded to four nights a week, reaching one aspect of exemplary levels of service as identified by the FLA Standards for Public Libraries 2004. In 2010, staff also identified days of the week when further expanded hours will help better serve the public; those hours will be implemented October 2010.

Initiative B: Provide responsible fiscal management of revenues, and operating and capital expenditures.

Strategies:

1. Prepare annual balanced operating and capital budgets based on realistic and conservative projections for current and future years.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Budget requests were prepared by each branch and department for FY 2010-2011. The capital improvement schedule was updated. Administration held hearings to review and ensure requests were realistic and conservative for the operating budget and capital improvement replacement schedule. A balanced budget was prepared in accordance with state and local regulations.

2. Present operating budget recommendations to the Board of Trustees and Governing Board in accordance with local and state regulations.

**2009-
2010** **ADMINISTRATIVE SERVICES**

A balanced operating budget was presented to the Board of Trustees and Governing Board on May 27, 2010. The final budget was approved by the Board of Trustees on June 16, 2010 and the Governing Board on September 22, 2010.

3. Adhere to all Library District procurement, financial and budget policies and procedures.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Agreements and expenditures were monitored closely to ensure compliance with all District procurement, financial, and budget policies and procedures. Internal accounting controls provided reasonable assurance that assets were guarded against loss from unauthorized use. An external independent audit of the financial statements was performed by Certified Public Accountants in accordance with Governmental Auditing Standards. The auditors issued an unqualified opinion finding reasonable assurance of conformity with accounting principles generally accepted in the United States of America.

4. Obtain and manage financial resources to meet short and long term Library District goals.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Financial resources were maximized through waste avoidance and conservative spending. Invoices were processed in a timely manner to take advantage of available discounts.

5. Comply with accounting practices that will result in certification as a Comprehensive Annual Financial Report and as a Distinguished Budget.

**2009-
2010** **ADMINISTRATIVE SERVICES**

2010

The Comprehensive Annual Financial Report was prepared in compliance with Florida Statutes and Rules of the Auditor General. The Library District received the Certificate of Achievement for Excellence in Financial Reporting for the fifth consecutive year.

6. Proactively seek opportunities for one-time and ongoing revenues from sources other than local property tax.

**2009-
2010** **ADMINISTRATIVE SERVICES**

The Library District sought and received grant funding from sources such as State Aid, LSTA eGovernment, LSTA Library Partnership, NEA Prime Time and Walmart. TANF funding was received and used to hire temporary workers in Automated Services, Facilities/Safety Services and Adult Services. The departments received funding and in-kind services from local businesses to assist with programming. The Putnam-Alachua-Levy (PAL) Library Cooperative was created to enhance library services regionally and offset some current Library District expenses. The Friends of the Library contributed \$170,000 towards operations and \$26,000 to support staff education.

Administration is in discussions with T-Mobile to lease land on the Tower Road Branch site to erect a cell tower which will yield revenue for the Library District.

Facilities/Safety Services staff worked with GRU to initiate a project at Headquarters and the Millhopper Branch to lease roof space for a company to install solar panels.

PUBLIC SERVICES

Branches

The Library District received \$75,000 from the Friends of the Library for furnishing of the Quiet Room at the renovated Millhopper Branch. The ACLD Foundation, through a gift from the Thomas Maren Foundation, contributed \$25,000 to upgrade furnishings in the Millhopper Branch Snuggle Up Center.

PUBLIC SERVICES/SUPPORT SERVICES

Adult Services and Technical Services added genealogical and local history materials to the collection. These materials were donated from a local estate and were worth several thousand dollars.

SUPPORT SERVICES

Technical Services received two grants this year to support the library's collection. Materials for the Library Partnership were purchased with \$40,749 of a \$119,700 LSTA grant from the State Library of Florida. The second grant from the Pinkoson Intervivos Trust in the amount of \$10,000 was spent on materials for the renovated Millhopper Branch.

7. Collaborate with the Friends of the Library and Library Foundation to assist their fundraising efforts in support of the Library District.

2009- 2010 **ADMINISTRATIVE SERVICES**

Marketing and Public Relations staff promoted the Friends of the Library book sales by sending press releases to local media groups and social networking sites, creating postings in local online classified ads, promoting on the eBranch and adding to the eBranch's calendar. Marketing and Public Relations staff assisted the Library Foundation by promoting the November 2010 author gala featuring Michael Connelly with press releases and printed publicity materials. Staff recreated the *Support the Library* webpage to allow for changing content to better support the current needs of these groups.

ADMINISTRATIVE SERVICES/SUPPORT SERVICES

Administration, Automated Services and Technical Services staff provided tours of selected Headquarters departments for both the Friends and Library Foundation members attending their annual dinner meetings at Headquarters in September 2010.

PUBLIC SERVICES

All branches and departments collected items for the Friends of the Library book sales and publicized these events. Various staff members worked as volunteers at the sales. Donated funds were also collected at all locations and routed to the appropriate group. Meeting space at **Headquarters and the Millhopper Branch** was used for Library Foundation meetings.

SUPPORT SERVICES

Technical Services staff were invited to the Friends' Book House in advance of the two annual sales to select items to add to the collection. This year over 1,900 items were chosen and added.

Initiative C: *Work Smarter* and provide cost efficient and effective day-to-day management.

Strategies:

1. Implement policies and procedures that encourage efficient, effective, fiscally responsible, and equitable library services.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Grant procedures were written and implemented by Administration staff to assist in accurate, current and complete disclosure within the provided budgetary and reporting framework.

PUBLIC SERVICES

Public Services staff schedules were changed to maximize available staff during open hours and minimize the need for electrical use during closed hours. The events module of Evanced was implemented, allowing staff to post programs for the upcoming quarter while allowing the appropriate rooms to be reserved.

Headquarters

Circulation Services changed the procedure for issuing incomplete library cards so that the card is issued immediately instead of being mailed, which saves postage and paper costs.

The eBranch implemented a new open source content management system to provide more efficient and faster patron access and staff use.

Outreach Services mailroom staff began using rugged, reusable transit sacks as a cost-effective alternative to disposable bubble mailers for shipping materials to homebound patrons. Staff revised the method homebound materials were metered and mailed. This resulted in making the Library District's postage due account with the Post Office obsolete, and in receiving \$1,722.51 in a refund.

The cost of interior refurbishments to the trailer of Bookmobile I, originally anticipated at \$35,000, was significantly reduced by having much of the work performed by Facilities/Safety Services staff rather than outside contractors.

Branches

The Millhopper Branch was renovated and reopened with the goal of meeting greater service demands.

SUPPORT SERVICES

Automated Services consolidated patron self-service computers to reduce purchasing and operating costs without reducing service.

Remote access was implemented to allow for troubleshooting many computer support issues without travelling to the location.

Technical Services department successfully managed a materials budget of over \$1.7 million. Staff met with vendors and publishers throughout the year to negotiate pricing and improve services such as providing music CDs in plastic cases with digitally reproduced sleeves and a translucent overlay promoting the Library District. Staff took advantage of various vendor sales throughout the year.

2. Actively seek input from other governing bodies, community, private sector, union, and staff as needed to refine financial, personnel, and operational policies, practices, and plans.

**2009-
2010** ADMINISTRATIVE SERVICES

Input was sought by Administration from County staff when new financial and personnel policies or procedures were being considered.

PUBLIC SERVICES

Public Services staff participated in Library District Long Range Planning discussions.

Branches

Library Managers from the Alachua, Archer, Hawthorne, High Springs, Micanopy, Newberry and Waldo branches actively attended commission meetings and Chamber of Commerce meetings in their areas.

The Library Manager at the Library Partnership met regularly with agencies such as Partnership for Strong Families, Child Abuse Prevention Task Force and the Library Partnership Community Advisory Council to discuss gaps in service that might be filled by different agencies and whether or not the agencies are assisting their desired number of clients.

Micanopy Branch solicited input regarding service gaps from organizations such as Micanopy Collaborators for Education Excellence (MCEE), Micanopy Historical Society and the Micanopy Friends of the Library.

SUPPORT SERVICES

Technical Services staff handled over 8,400 direct patron requests for books, audiobooks, DVDs, CDs and downloadable materials. A number of patron requests for reconsideration about materials were

successfully defended by staff committees.

3. Utilize technology to minimize the use of paper, provide better access to documents and information, and make efficient use of staff and patron time.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Marketing and Public Relations staff created all inclusive press kits for upcoming featured events to allow access to promotional items. The ability to create blog postings linking to outside resources such as the Gainesville Sun, Gainesville Magazine and Florida Alligator ensured timely updates on recent Library District news.

PUBLIC SERVICES

Public Services staff encouraged patrons to use email or phone notifications. A holds procedure allowing patrons to suspend requests was successfully implemented. An online Literacy Directory was updated regularly to provide current information to patrons and staff.

Headquarters

eBranch staff created a "Go Green" webform to collect email addresses encouraging patrons to switch from paper billing to emailed bill notices. The redesign of the eBranch in April included the addition of the Library District's newsroom page which allows the posting of press release, and recently published articles. Newsroom page updates on the eBranch are also available through RSS feeds.

Outreach Services implemented an online calendar of the Bookmobile schedule for staff use.

Youth Services staff developed a program to sort and print reserve list items found in the Youth Services collection.

PUBLIC SERVICES/SUPPORT SERVICES

Automated Services worked with **Circulation Services** and Integrated Technology Group to allow the options for no receipt or receiving the receipt via email on the self check-out machines. Evanced software was implemented to allow patrons to input their meeting room reservations through the **eBranch** 24/7.

4. Evaluate cost and effectiveness of print versus electronic, including

publicity, marketing, notices, mailings, reference resources, and serials.

**2009- PUBLIC SERVICES
2010**

Headquarters

Adult Services and Youth Services produced electronic booklists for the eBranch instead of hard copies. The quantity of printed newsletters was reduced from 5000 to 3000 quarterly, and starting in April 2010 the newsletter editions were available online.

PUBLIC SERVICES/SUPPORT SERVICES

Automated Services worked with Circulation Services and Outreach Services to identify causes for returned mail and reduce those issues. Based on testing, the transition to email from paper notifications will save the Library District in excess of \$13,000 per year in postage alone.

Outreach Services staff supported an Automated Services plan to reduce the number of paper notices mailed by sending electronic bill notices to patrons with email addresses on file. Prior to implementation, postage costs for notices averaged \$3,050 per month. In August 2010, the first month following implementation, postage costs for notices fell to \$2,501 with greater monthly cost reductions expected.

Technical Services' staff facilitated the cancellation of a number of print reference standing orders for a savings of over \$17,000. Adult Services decided these standing orders were no longer needed because the content was duplicated in online databases. The adult standing order budget was decreased by over \$5000 this year.

5. Expand the use of web-based internal/external training and meetings.

**2009- PUBLIC SERVICES
2010**

Public Services staff used web-based internal and external venues for both training and meetings. Attendance at training webinars by all staff increased this year by 39% over last fiscal year. One hundred-seven (107) staff members attended 65 online training sessions.

Headquarters

As part of the LSTA funded North Central Florida eGovernment Service Project, Adult Services staff created a wiki for librarians throughout Florida to access information on eGovernment services.

SUPPORT SERVICES

Automated Services attended numerous web based training events

from technology vendors.

6. Evaluate and implement new statistical gathering, analysis and reporting tools.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Automatic people-counters were installed on the Bookmobiles by Facilities/Safety Services to document the number of visitors at each stop.

PUBLIC SERVICES

Public Services staff tracked program and meeting room attendance through the online Evanced calendar.

Headquarters

The eBranch used Google Analytics, a free system for collecting most website statistics. Database statistics were collected through the Drupal content management system.

SUPPORT SERVICES

Automated Services began using Counting Opinions, a hosted statistics gathering and report solution for the Library District.

7. Provide support, processes and resources for staff to promptly identify and effectively address short or long term operational concerns.

**2009-
2010** **PUBLIC SERVICES**

During the year, working smarter was a consistent agenda item for group discussion. Public Services staff held regular staff safety meetings with reports sent to the Facilities/Safety Services.

Headquarters

At Headquarters, Department Managers and the Librarian Supervisors participated in the Person-in-Charge rotation.

Branches

In July 2010, Millhopper Branch staff met to discuss areas of concern and to create more efficient and productive procedures determined to be necessary after reopening a newly designed building.

Initiative D: Promote public awareness and increase the use of library services and resources.

Strategies:

1. Assess library services, programs and resources and develop District-wide

and location specific marketing plans.

**2009-
2010** **ADMINISTRATIVE SERVICES**

The Library District began the process of trying to collect data for a strategic marketing plan in 2010 through focus groups. Data will be collected from focus groups, demographical statistics and surveys in the upcoming year with the goal of establishing a District-wide marketing plan by the end of 2011 and branch-specific plans in early 2012.

The Library District utilized a District-wide communications and marketing schedule to ensure a consistent message, and brand identity was portrayed across multiple communication platforms, including but not limited to social networking websites, the eBranch, radio advertisements, print advertisements, press releases and printed promotional materials.

2. Identify and utilize effective publicity opportunities.

**2009-
2010** **PUBLIC SERVICES**

The Library District partnered with the University of Florida Athletic Association on three promotions at baseball, gymnastics and volleyball events. Library District welcome brochures and events calendars are distributed to the Newberry-Jonesville Chamber of Commerce to be included in new resident welcome packets.

Headquarters

The **eBranch** designed a new home page to post news items and a slideshow for promotional purposes.

Branches

Alachua Branch participated in a city map project run by the Alachua Chamber of Commerce, and the branch location and information were noted on the map.

High Springs' local cable company Communicomm advertised High Spring Branch special programs.

A monthly calendar of programs and services at the **Library Partnership** was distributed to patrons, and the calendar was emailed to social service agencies, governmental agencies and churches.

3. Provide public information, programs, and create or participate in promotional events to increase positive public awareness and use of Library District services.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff compiled booklists of relevant material in the collection to support Library events.

Adult Services staff members worked with the League of Women Voters to create a series of events at Headquarters and the Hawthorne, High Springs and Millhopper branches in recognition of the 90th anniversary of women's rights to vote.

Headquarters

Adult Services staff presented programs for the Daughters of the American Revolution, Gainesville Newcomers Club, UF Foundation, Anhinga Writers Group and Strategic Nonprofit Alliance Partnership (SNAP). Staff represented the Library District at a Pleasant Street Historical Association meeting, Fifth Avenue Arts Festival, Chamber of Commerce mixers and Health Forum at the Atrium.

Adult Services organized the 2nd Annual Black History-Outside the Book event at Headquarters, and worked with other departments and a professor from the University of Florida to host the exhibit Nazi Persecution of Homosexuals from the U.S. Holocaust Memorial Museum in Washington DC. Programs affiliated with this exhibit included a reception and talk at the Headquarters Library and a movie screening at the Civic Media Center.

Adult Services staff gave a presentation for the Gainesville Correctional Institute, profiling Library and community resources for the formerly incarcerated.

Adult Services and Youth Services staff collaborated with the University of Florida and the School Board of Alachua County to present programs for the annual Comics Conference.

Outreach Services staff participated in two dozen special events, 19 of which featured Bookmobile participation.

Youth Services gave presentations at the New Moms Luncheons at North Florida Regional Hospital and G.A.T.O.R. – Guiding and Teaching Our Remarkable Children Conference at the Harn Museum. Staff provided a library tour and demonstration of library web services to Alachua County School Media Specialists. Youth Services provided the physical space for the Early Learning Coalition's Celebrate the Child event.

Branches

Alachua Branch participated in the Alachua Business League's Fall

and Spring Festivals, Alachua Chamber of Commerce's Trick or Treat on Main Street, St. Luke African Methodist Episcopal Church Health Fair and Backpack Giveaway.

Hawthorne Branch staff participated in the Island Grove Blueberry Festival, Grove Park Community Day, Hawthorne Hog Fest, Cross Creek Fall Festival, Hawthorne Halloween Festival and Hawthorne Christmas Festival. The Branch provided a venue for community involvement in the ever popular African American Read-In and the League of Women Voters Women in History program.

High Springs Branch partnered with the Boy Scouts on July 4 for two flag retirement ceremonies and regularly offered storytimes at the local farmer's market.

Library Partnership staff visited the surrounding schools (Metcalf Elementary, Howard Bishop Middle School, Sweetwater Branch Academy, Saint Patrick's, Duval Elementary, M. K. Rawlings Elementary School, and the Little Red School House) to promote library services and offer tours to the schools and the community.

Millhopper and Tower Road branches partnered with the Supervisor of Elections by serving as early voting sites, and the Tower Road Branch was a voting precinct as well.

Tower Road Branch staff participated in World's Greatest Baby Shower and Holly Heights Literacy Fair, and presented monthly storytimes at local day care centers.

PUBLIC SERVICES/SUPPORT SERVICES

Technical Services supported multiple Public Services programs including Adult Services Monday Matinee and the Newberry Branch monthly book discussion group.

SUPPORT SERVICES

Extra copies of titles on booklists and to support author visits or other programs were purchased.

4. Develop a Library District-wide calendar of events to efficiently plan for staff participation in community events.

2009- 2010 PUBLIC SERVICES

A District-wide calendar of events was compiled to track regularly scheduled festivals and fairs in which a Library District presence would

be beneficial.

5. Evaluate effectiveness of event participation, marketing benefits, and event turnout in terms of meeting the Library District's strategic priorities.

**2009-
2010** **PUBLIC SERVICES**

Program attendance statistics were reviewed by staff to determine effectiveness of publicity efforts and program selection.

2. PROGRAMS & SERVICES are diverse, community focused and continuously enhanced.

- *Community members have services and programming that promote reading in order to expand knowledge, enrich lives, foster imagination and achieve individual success.*

Initiative A: Provide literacy, educational and informational services for all ages.

Strategies:

1. Enhance literacy services county-wide.

**2009-
2010** **PUBLIC SERVICES**

The Literacy Office staff promoted and coordinated literacy services offered at the Library District, Santa Fe College Adult/Family Literacy Program, Shepherd Center, Circle K International at University of Florida, Center for Independent Living Skills Program, Santa Fe East Gainesville Initiative, Succeeding in Reading at Rawlings Elementary, Ex-Offender Employment workshop with Probation and Parole and First United Methodist Church Literacy Program. Staff worked with the School Board of Alachua County to host GED testing on a bi-monthly basis, presented programs for the Welfare Transition Program, offered quarterly tutor training workshops and worked with ProLiteracy/Dollar General Student Referral project.

Literacy Office staff coordinated the Literacy Festival and Annual Literacy Summit. Student-centered assistance was provided to all those seeking help with literacy skills through one-to-one tutoring, homework assistance and instruction on use of Brainfuse online. Patrons were also directed to GED resources in the community through the Literacy Page and Learning Express database on the eBranch. Meeting rooms were provided for literacy tutoring.

Public Services offered regular children's programs focusing on early literacy skills.

Headquarters

The eBranch redesigned the Literacy webpage to include more information for patrons online.

Youth Services produced and distributed grade level booklists for Kindergarten through Twelfth Grade, gave school presentations on Sunshine State Young Reader's Award nominees and other books of appropriate interest and reading level, participated in Early Learning Coalition's Museum Day, gave school presentations on the summer reading program and participated in Family Literacy Night at Lincoln Middle School.

Branches

The High Springs Volunteer Literacy Group, using the High Springs Branch as their home base, provided mentors and tutors for High Springs Community School students.

The Micanopy Branch assisted the Micanopy Collaborative for Educational Excellence which tutors at-risk children by performing clerical duties and room set-up.

Millhopper Branch staff coordinated a Battle of the Books program that had interested teens from all branches read the same books and competed by answering questions about book content in a final contest.

Tower Road Branch provided space for GED classes for the School Board of Alachua County.

SUPPORT SERVICES

Automated Services developed a tutor database application for matching students with tutors for the Literacy Office.

2. Support the goals of the United Way Success by Six Initiative with continuous evaluations and improvements of the Snuggle Up Centers and parent resource collections.

2009- PUBLIC SERVICES 2010

Snuggle Up Centers and their collections throughout the Library District were updated with new furniture, new materials and/or rearranged or relocated areas.

Headquarters

Outreach Services created a Snuggle Up Center on Bookmobile I.

Youth Services distributed Welcome Baby Kits, sponsored by a grant from the United Way of North Central Florida, to newborns in Alachua

County.

SUPPORT SERVICES

Technical Services supported the Snuggle Up Centers by investing in appropriate titles on parenting for Headquarters and branches.

3. Support social services information needs through eGovernment services.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff assisted patrons with food stamp and cash assistance applications through ACCESS Florida applications and SafeLink Wireless applications. Staff also assisted patrons with resumes and job searches through Employ Florida and other websites.

Volunteers were trained to assist patrons needing eGovernment assistance. Staff from Adult Services and the Archer, Hawthorne and Tower Road branches assisted libraries in the north Florida region on eGovernment services through the LSTA funded North Central Florida eGovernment Service Project.

Branches

The Library Partnership eGovernment Service Project was recognized by the State Library as “Exemplary LSTA Project.”

PUBLIC SERVICES/SUPPORT SERVICES

Automated Services supported the use of the eGovernment computers at Headquarters and worked with Adult Services to provide tracking data to state agencies on their use. Automated Services offered guidance to Adult Services on the purchase and implementation of eGovernment laptops and equipment for their multi-county programs.

4. Develop family reading programs based on the Florida Humanities Council Prime Time project model.

**2009-
2010** **PUBLIC SERVICES**

Branches

Prime Time was held at the Alachua Branch October-November 2009 and served approximately twenty families. Staff assisted with the recruitment of families for PrimeTime program enrollment.

The Library Partnership prepared for the implementation of the Prime Time Family Reading Program in the Fall 2010, while Tower Road

Branch planned for implementation in Spring 2011.

5. Support computer literacy for all ages.

**2009-
2010** **PUBLIC SERVICES**

All locations offered patron computer classes or one-to-one tutoring on computers. Public Services offered enhanced computer classes for all ages through Temporary Aid for Needy Families (TANF) funded computer classes throughout the Library District from July through September.

SUPPORT SERVICES

Automated Services revitalized old staff laptops to create a second laptop computer training lab utilized by all branches for computer literacy training programs. Early Learning Stations were provided for children at Alachua, Archer, Library Partnership and Millhopper branches, and Headquarters Youth Services.

Initiative B: Provide age appropriate services to teens.

Strategies:

1. Enhance and extend high interest programs and services for teens in libraries, online and in the community.

**2009-
2010** **PUBLIC SERVICES**

In September 2010, the Library District was selected as one of the 100 Best Communities for Young People by America's Promise Alliance, citing the Library District's services to young people.

Headquarters

Adult Services and Youth Services collaborated with the University of Florida on the Comics Conference programs which included a comic art drawing program.

Outreach Services Jail Library staff worked with the Alachua County Sheriff's Office to obtain more teen-appropriate materials and to present films, booktalks and other teen programs. Teen inmates toured the Library in March 2010.

Youth Services hosted the monthly Twilight Book Club and introduced Teen Time, a program that allowed teens to gather and use computers freely for two hours.

Branches

Gaming, rapping and book discussion programs were offered at

Alachua Branch. High school students volunteered to help with the Prime Time.

The **Hawthorne Branch** hosted recurring annual and quarterly programs for teens that included Skatemia, Manga Mania, Green Beauty and Candy Sushi.

High Springs Branch hosted programs such as Afternoon Movies.

The **Library Partnership** presented monthly teen booktalks.

The **Micanopy Branch** held Gaming Days.

The renovated **Millhopper Branch** included a teen area with computer nooks, café tables, computer plug-in areas and a wall mount TV for gaming or movies. Programs included monthly video game tournaments and weekly afterschool gaming programs. A Teen Advisory Group offered input on programming, and book reviews written by teens were posted in the teen area.

Newberry Branch staff offered fifty-three teen programs. The teen Panther Den after school club met weekly during the school year.

Tower Road Branch's teen volunteer program is the largest in the Library District and benefited the branch directly with over 1,000 hours of help for the year. Staff held monthly Teen Advisory Board meetings and programs like gaming, movies, a Lightning Thief/Percy Jackson Party, teen book club, Candy Sushi and Wii-lympics Tournament.

2. Develop specialized staffing, skills and resources necessary for effective teen services.

**2009-
2010** **PUBLIC SERVICES**

Fourteen Public Services staff members attended 7 workshops on teen programming and services.

Headquarters

Library Specialists in **Youth Services** were trained to assist the Teen Librarian.

SUPPORT SERVICES

Technical Services supported multiple teen book clubs at Headquarters and the Millhopper and Tower Road branches and the summer Battle of the Books by purchasing extra copies of specific titles.

3. Involve teens and solicit input for programs and services.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff solicited teen input via formal and informal surveys and teen advisory groups on what services and programs to offer throughout the Library District. Teen interns throughout the Library District provided input during their employment.

Initiative C: Provide services to senior citizens to meet their specific needs.

Strategies:

1. Offer programs and services of interest at outreach locations where seniors gather, in libraries and/or online.

**2009-
2010** **PUBLIC SERVICES**

Florida Institute for Workforce Innovation senior workers were employed in Public Services, each providing an average of 20 hours of work per week.

Headquarters

Adult Services staff was instrumental in organizing the senior forum Your Money and Your Life. Staff posted blogs on topics of interest on the Senior page of the website.

The Literacy Office recruited 7 seniors as volunteer literacy tutors.

Outreach Services maintained over two dozen deposit collection sites throughout Alachua County, three-quarters of which were aimed at senior citizens in congregate living facilities.

Branches

All branches regularly held programs of interest to seniors.

Alachua, Archer, Hawthorne and High Springs branches held regular programs at community senior centers.

2. Involve senior citizens in planning and evaluation of library programs and services.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff solicited input on programming from members of the Community Coalition for Older Adults while attending meetings. All locations informally solicited input from seniors on programs and services to offer while these patrons were visiting our facilities.

Initiative D: Reflect broad community interests in planning and providing programs and services.

Strategies:

1. Offer materials, services, programs and displays for targeted populations that reflect the cultural diversity of the community.

**2009-
2010** **PUBLIC SERVICES**

Public Services throughout the Library District celebrated Black History Month and Hispanic Heritage Month with programs and displays.

Headquarters

Adult Services staff created booklists to complement programs such as Votes for Women, Nazi Persecution of Homosexuals, Dancing Like the Stars and Eat, Weigh, Love. Programs offered included Gay Marriage: 3 Historic Perspectives.

Outreach Services Jail Library staff offered programs on literacy, reintegration into mainstream society, use of the law library, typing/word processing skills, parental rights and eGovernment services.

Youth Services hosted African-American football star Carl Joseph, compiled booklists on African-American literature for young readers and co-hosted Cuentos Latinamericanos bilingual storytimes with the Latina Women's League.

Branches

The Library Partnership held Juneteenth and Black Music Month celebrations as well as quarterly culturally diverse programs.

English classes for Spanish speakers were offered biweekly during the college school year at the Newberry Branch. Beginning computer classes in Spanish and bilingual storytimes were also offered.

SUPPORT SERVICES

Technical Services created a small, start-up collection of Chinese language materials as a test at the Tower Road Branch. The test will be evaluated in the upcoming fiscal year. Staff continued to select Spanish language materials for the Hispanic community.

2. Develop local interest and local history projects appropriate to each community, with an emphasis on web-based access.

**2009-
2010** **PUBLIC SERVICES**

Adult Services staff worked with the **eBranch** to create an online Street Name Conversion Chart for patrons to locate addresses from old maps of the City of Gainesville. Staff continued to add information to the archive of the Heritage Collection.

Branches

Alachua Branch staff helped the Chamber of Commerce establish a Visitor's Center which will feature space for the Alachua Historical Society. Local history videotapes were transferred to DVD to provide better access to the interviews.

High Springs Branch staff continued to collect local history, while **Micanopy Branch** staff worked closely with the local Micanopy Archives.

The Newberry History Buffs group met at the **Newberry Branch** during the years. Two of the presentations were filmed for future inclusion in the local history video project. Old Newberry newspapers continued to be digitized and articles relevant to Newberry history were clipped from surrounding area newspapers not accessible online.

Tower Road Branch co-hosted a successful Women's History Month program, part of the League of Women Voters' series throughout the Library District.

Waldo Branch presented a program on genealogical resources available through the Library District to the Waldo Historical Society.

PUBLIC SERVICES/SUPPORT SERVICES

The **Archer and Hawthorne branches** collaborated with the UF Samuel Proctor Oral History Project to videotape and audio record oral histories of local residents. This oral history transcription program provided vocational training and clerical skills enhancement for inmate volunteers at **Outreach Services Jail Library**. **Automated Services** staff assisted with these projects. Historic photos of Archer were made available through the branch web page. Staff met with the Archer Historical Society to solicit local history information and to discuss the branch project.

Initiative E: Fully implement a content rich website with highly interactive eBranch services.

Strategies:

1. Encourage Library District staff and the community to actively contribute content to provide relevant and useful information on the website.

**2009-
2010** **ADMINISTRATIVE SERVICES/PUBLIC SERVICES**

Marketing and Public Relations staff posted over 100 items such as

blogs and press releases to the eBranch since the redesign in April 2010. Staff maintained a rotation of 6-8 promotional slides each week and refreshed news items several times per week on the homepage of the eBranch.

PUBLIC SERVICES

Public Services staff contributed blog entries on various topics to the Research Pages of the eBranch and to their respective web pages. All Public Services locations received training on the creation of Drupal booklists and how to add to their respective web pages. Staff input all library programs in the Evanced calendar on the eBranch.

Headquarters

Adult Services staff assisted with content input for the eBranch.

The eBranch created one-stop research subject pages featuring enhanced informational resources on a subject that are populated by Adult Services staff members who have expertise on those subject areas; created a new branch page system with additional area for informational postings by staff; created a new Bookmobile page system that allowed the editing of schedules and easy informational posting by staff.

2. Provide the tools and staff support for Library/patron interactive software application platforms.

2009- 2010 PUBLIC SERVICES

Headquarters

Adult Services provided staff training sessions when new databases were purchased for the eBranch.

Patrons made online meeting room reservations through Evanced and used the eBranch to check their library accounts regularly.

The eBranch created 14 views or automatic displays of Board agendas and minutes according to individual criteria; created an Email a Question widget that allows patrons to email reference questions without leaving a web page; created an Frequently Asked Questions display allowing patrons to browse questions and answers without leaving a web page; converted the Contact Us page to a table format, allowing users to skim types of common questions to then see which library staff to contact.

3. Provide the necessary infrastructure and training to support demand for online eGovernment and other social services needs.

**2009-
2010** **PUBLIC SERVICES**

Through the LSTA North Central Florida eGovernment Services Project, Public Services staff traveled extensively to provide training to other Florida library systems. Appropriate Library District staff received the same training in order to assist patrons.

Staff received training on blogging and the Drupal system to promote eGovernment and social services on their web pages.

AARP tax assistance was offered at Headquarters and the Hawthorne, Millhopper, Newberry and Tower Road branches.

Branches

The Library Partnership provided space to Volunteer Income Tax Assistance (VITA) to provide tax preparation for patrons using the branch.

SUPPORT SERVICES

Automated Services supported two patron eGovernment computers at Headquarters. Staff worked with the eBranch and Adult Services to ensure access to the online resources via catalog, research and Internet computer workstations throughout the Library District.

Initiative F: *Work Smarter* to enhance strategies to provide more effective services.

Strategies:

1. Develop services to increase access, convenience and self service options for patrons.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services staff streamlined the steps to request interlibrary loans.

Circulation Services facilitated changes to the self check-out machines such as automatically overriding blocks that staff had to override on a routine basis and adding the choice to print, email or not receive a receipt. Staff helped implement the enhanced holds system allowing patrons to suspend holds without losing their place in the queue. Checkout limits on VHS movies and CDs were removed, and the checkout period for VHS movies was increased from one to two weeks.

After implementation of enhanced holds, the eBranch created a holds ratio report to help Technical Services improve efficiencies when checking holdings and ordering additional copies.

Outreach Services Jail Library permitted late evening and overnight access to its standalone, self-service legal database Premise for patrons with proper security clearance and urgent legal needs.

Youth Services created electronic booklists for the **eBranch** that connect to their corresponding record in the catalog; utilized Evanced software for students to maintain their personal summer reading web pages; and utilized Evanced software for students participating in the Million Minutes of Reading.

Branches

Micanopy Branch offered self-service holds pickup and curb service delivery.

SUPPORT SERVICES

Automated Services configured six additional express/research Internet access stations at Headquarters. Laptops were added to the PC Reservation stations at various locations throughout the Library District. Staff also collaborated with Automated Services to plan the conversion of research stations to provide more computers with Internet access and shorter wait times.

2. Continuously review, recommend and adapt workflow procedures to increase efficiency and effectively use new or changing technologies.

**2009-
2010** **PUBLIC SERVICES**

The entire collection began floating in September 2010 which has reduced the amount of time an item is in transit and unavailable to the patron and has refreshed the collections at the branches.

Public Services staff changed the casing on the DVDs and CDs to reduce noise, allow for more shelf space and provide cost-effective security.

Headquarters

Adult Services staff worked with the **eBranch** to transition from the Great Links bookmarks to a Delicious account and to convert the rolodex to a Drupal database.

Circulation Services helped facilitate the upgrade of the APEX Circ Control software, which reads RFID tags and transfers the information to the staff interface for checking in and out materials.

Outreach Services staff created a manual with photographs, driving directions and parking instructions for all **Bookmobile** stops. Staff also created manuals on servicing deposit collections.

Branches

Millhopper Branch staff reevaluated workflow when the renovated branch reopened in February 2010. A single-desk service model promoted different services such as roaming reference.

SUPPORT SERVICES

Technical Services Library Specialists were trained in the removal of last system copies, allowing Librarians to focus on adding new materials to the catalog. The department turned over the handling of damaged and missing material to Circulation Services.

3. Implement patron self-service options, including an online calendar of events and meeting room reservations, RSS feeds, and self check-out.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff informed patrons of available self-service options during customer service interactions.

Headquarters

Circulation Services added a second self check-out machine in the Headquarters lobby.

The **eBranch** created a new webpage offering over 30 RSS feeds to patrons.

4. Plan and implement new proactive models of customer service (i.e. roving reference services, dedicated download stations).

**2009-
2010** **PUBLIC SERVICES**

The circulation desk in the Headquarters lobby was redesigned so staff faces the public area and engages patrons efficiently.

Headquarters

Outreach Services updated approximately 7,000 **Bookmobile** patron records before implementing SirsiDynix's new holds wrapper feature, later adopted District-wide. The **Jail Library** updated to WestLaw Next which enabled staff to answer patron queries more efficiently.

Youth Services volunteers assisted with the afternoon Wii programs and sat in on movie showings in the Story Hour Room.

Branches

Alachua, Micanopy and Millhopper branches provide roving reference service.

PUBLIC SERVICES/SUPPORT SERVICES

Automated Services and Adult Services created EZStop Internet research stations at Headquarters to provide patrons additional no reservation required access to filtered Internet content, catalog and research databases via the eBranch.

5. Develop and evaluate new ways to use volunteers to complement staff services.

**2009-
2010 PUBLIC SERVICES**

Headquarters

Adult Services volunteers provided customer service at the Periodicals/Computer desk.

Circulation Services expanded the volunteer duties to include checking in, trapping reserves and searching claim returns and in-transits.

The eBranch offered volunteer opportunities to college students interested in journalism and website data entry.

Outreach Services Jail Library used volunteers to process donations and to participate in an oral history transcription program in partnership with the Matheson Historical Center and UF Samuel Proctor Oral History Project.

Branches

Branch volunteers provided patron computer training, created bulletin boards and displays, and assisted with the re-casing project.

SUPPORT SERVICES

Automated Services utilized volunteers to salvage components from broken computers to refurbish old patron computers.

Technical Services enlisted a volunteer for book mending.

Initiative G: Collect and analyze feedback from the community and use to make service recommendations.

Strategies:

1. Create a Long Range Planning process that includes community input.

**2009-
2010** **PUBLIC SERVICES**

The Long Range Planning Process included community input via online surveys and community information gathering. “Tell Us Your Thoughts” sessions were held at various branches and with community groups such as High Springs New Century Woman’s Club, Santa Fe High School Book Club, Community Coalition for Older Adults and Newberry Jonesville Chamber of Commerce. Both the public and staff attended to provide input on library services.

2. Use online surveys to get feedback from in-house and remote users.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services created a short online survey to solicit input regarding text reference services.

The **eBranch** published a community survey for long range planning on the website. Staff compiled “Tell Us Your Thoughts” comments and provided a summary from its Drupal webform. The eBranch also gathered feedback from patrons continuously.

Branches

Alachua Branch displayed a survey for teens on its webpage to solicit input on gaming choices.

3. Identify communities in need of library services and develop plans to fill service gaps.

**2009-
2010** **PUBLIC SERVICES**

Branches

As a result of a City of Hawthorne survey, seniors were found lacking in general services and opportunities in the town. The Hawthorne Area Senior Center was created and **Hawthorne Branch** staff hosted meetings, housed information and held programs for seniors. Staff also created Spanish language library information brochures to hand out at two migrant fairs.

Millhopper Branch hosted storytime on Sundays and in the evenings for working parents unable to attend during the week.

4. Develop strategies to solicit and analyze feedback from non-users.

**2009-
2010** **PUBLIC SERVICES**

Branches

Library Partnership staff distributed surveys to everyone entering the building to solicit feedback on services offered and to ascertain what else they would like offered. A Citizens Advisory Council, comprised of representatives from agencies using the Library Partnership and citizens from the community, met monthly to discuss programs and ways to increase community participation.

5. Create opportunities for interactions with users and non-users, advisory groups, focus groups, community groups, either online and/or in person.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Marketing and Public Relations staff attended over 14 community events and festivals outside of the Library District to reach the non-library user demographic. Staff provided comments and feedback by monitoring discussions posted on the Internet within blogs, social networking sites and other online venues.

PUBLIC SERVICES

Headquarters

Circulation Services staff participated in a community focus group with the Life South Blood Center.

Branches

Hawthorne and High Springs branch staff represented the Library District in many community organizations and on boards and advisory committees.

6. Review statistical data collection and analysis methods and recommend enhancements.

**2009-
2010** **PUBLIC SERVICES/SUPPORT SERVICES**

The Library District began using Counting Opinions, a hosted statistics gathering and report solution for the Library District in October 2009. Data being collected was reviewed throughout the year to ensure its relevancy. Specialized reports are generated upon request.

Initiative H: Actively market library programs and services.

Strategies:

1. Investigate ways to more effectively publicize the Library District and to target specific services, including online services via the eBranch.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Marketing and Public Relations staff actively utilized social media outlets to promote Library District services, events and resources. The Library District's Facebook page has over 500 fans, twitter has over 170 followers, and flickr has had over 55,000 views. The quarterly program guide was redesigned into a magazine format called "*think...*"

PUBLIC SERVICES

Public Services staff utilized Evanced and blog entries to publicize Library programs.

Headquarters

The **eBranch** redesigned the website homepage with an additional news item area along with slideshow for Library District promotion.

Outreach Services staff attended a Senior Services Breakfast sponsored by activities directors of area nursing homes and congregate living facilities. Staff participated in the Americans with Disabilities Act Expo.

Branches

An Alachua bookstore included **Alachua Branch** program information in their informational e-mailings.

Hawthorne Branch began sending program flyers through the Hawthorne Chamber of Commerce and Hawthorne Area Community Foundation email lists.

2. Market materials, services and programs with signage designed for improved visibility.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Facilities/Safety Services refurbished Waldo Branch's outdoor sign. Staff also added signs within the branch to better publicize services and events.

Marketing and Public Relations staff created consistent signage for the renovated Millhopper Branch and Headquarters lobby. Staff customized printed posters, handbills and other print publicity items.

PUBLIC SERVICES

Headquarters

Circulation Services added a television in the Headquarters lobby to

display the meeting room schedule and pertinent events.

Branches

Branches such as Alachua, Hawthorne and High Springs used roadside signs to advertise on the day of programs.

3. Investigate new sources of program support and sponsorship.

**2009-
2010** **ADMINISTRATIVE SERVICES**

The Volunteer Office received donated items from local businesses to use as door prizes for the annual volunteer luncheon in May 2010.

PUBLIC SERVICES

Headquarters

The Literacy Office received grants for materials and travel from Pro Literacy, Region II Literacy and Florida Literacy Conference to attend conferences and/or defray costs to attend. Donations and sponsorships were received from the Friends of the Library for events such as the tutor training sessions and the Literacy Summit, and to purchase literacy materials. A Walmart grant was received to support the 2009 Family Literacy Festival.

Branches

Support for the Alachua Branch Prime Time Program was provided by organizations such as the City of Alachua, Lions Club, Chamber of Commerce, Alachua Business League and the local Methodist Church. Wal-Mart donated \$1,000 for library services.

The Hawthorne Lion's Club sponsored "A Vision for Your Community" teen essay contest at the Hawthorne Branch.

Millhopper Branch received donations from Flying Biscuit, Moes, Papa John's Pizza and Publix to support teen programs.

Tower Road Branch obtained sponsorship from Sweetbay for the Teen Iron Chef Competition.

3. COLLABORATIONS are fostered with community groups to develop partnerships, strengthen civic engagement and promote library awareness.

- *Community organizations have the participation, support and leadership of Library District staff who will work collaboratively to build a stronger community.*

Initiative A: Collaborate on joint programs and projects with organizations in the government, not-for-profit and private sectors.

Strategies:

1. Develop a District-wide information resource of staff that interact with community groups, and identifies their level of involvement and expertise.

**2009-
2010** PUBLIC SERVICES

A listing was developed of the community groups that Public Services staff interacts with, along with the staff that serve as the resource person for the Library District. This is a dynamic document, subject to constant updating.

2. Emphasize eGovernment services and the provision of social services information.

**2009-
2010** PUBLIC SERVICES

Public Services locations provided eGovernment assistance to patrons. Two patron computers at Headquarters were dedicated to eGovernment services. All branches registered as ACCESS locations, and eGovernment brochures and information were prominently displayed.

Headquarters

Adult Services distributed regular emails District-wide from the United Way that detailed available assistance for a given week. Staff received continuous training and information on eGovernment services available locally and through the state.

Outreach Services made preparations to add patron Internet access with an emphasis on eGovernment services on board Bookmobile I in early FY 2010-2011. The Jail Library collaborated with the Library Partnership to alert inmates to eGovernment services available to them upon release.

Branches

The Library Partnership collaborated with social service agencies that provided services at the Library Partnership to ensure that information on services was made available to the public. Library

Partnership staff also disseminated monthly calendars to patrons about the services offered by the social service agencies at the Library Partnership.

Tower Road Branch staff were active in the Southwest Advocacy Group (SWAG), a grass roots group of concerned citizens and community activists supporting this and other efforts to assure equitable government and social services for this area of the county.

3. Investigate, review and implement effective means to promote and distribute consumer health information.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff met with staff from the University of Florida Health Sciences Library to collaborate on consumer health trainings. The Library District partnered with University of Florida Mobile Health Clinic to offer free health screenings weekly at the High Springs and Tower Road branches. Copies of its monthly schedule were posted at all locations including the Bookmobiles, along with informational flyers.

Adult Services, Alachua and Millhopper branches collaborated with CHOICES to offer weekly exercise programs throughout the year.

Headquarters

Outreach Services Bookmobile participated in the CHOICES Health and Community Resources Expo.

Branches

Alachua Branch staff participated in the St. Luke's African Methodist Episcopal Church Health Fair. Healthy Start held childbirth education classes in Spanish at the branch.

4. Target organizations where collaboration has mutual benefits and develop strategies to engage in potential collaborations.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff collaborated with the Cotton Club Museum and Cultural Center, 4A's (African American Accountability Alliance), Black on Black Crime Task Force, Gainesville Black Nurses Association and Santa Fe College East Gainesville Initiative.

The Library District collaborated in September 2010 with the Gainesville Muslim Initiative, a group formed to educate our community about the local Muslim community. Books and money for materials collected from its book drive were donated to the Library District. All locations assisted

the United States Census Bureau by providing meeting room space for training sessions and conferences for the enumerators. Several locations served as United Way drop off points for the weekend backpack food drive. Volunteer Income Tax Assistance (VITA) offered free income tax assistance at several locations.

Headquarters

Adult Services collaborated with a variety of organizations on programs, such as the October 2010 Stetson Kennedy author event and to enhance services, such as resume writing and job searching. These organizations included Alachua County Wellnessworks, the Civic Media Center, Coalition for the Homeless and Hungry, Florida Works, Florida Museum of Natural History, the Matheson Historical Center and Harn Museum of Art.

Youth Services collaborated with organizations such as Florida Museum of Natural History and A.C.E.S. Mentoring Society.

Branches

The Alachua Branch collaborated with Latina Women's League on programming, League of Women Voters on a candidates' forum for the City of Alachua Commissioners and with Early Learning Coalition VPK signup.

Archer Branch staff collaborated with University of Florida College of Nursing Clinic, Archer Historical Society, CHOICES and SHINE on such programs as insurance counseling and health-related workshops.

Hawthorne Branch staff received Alachua County School District training in positive behavior support principles and procedures developed at the USF College of Education. The library then collaborated with Hawthorne Middle High School and Shell Elementary in the use of this program, both in the library and throughout the community.

Rotary Club was instrumental in the ongoing back yard landscaping project at the High Springs Branch.

The Library Partnership collaborated with agencies such as Partnership for Strong Families, Gainesville Housing Authority, Peaceful Paths, Gainesville Regional Utilities, and Santa Fe College East Gainesville Initiative.

Millhopper and Tower Road branches collaborated with Alachua County Supervisor of Elections to serve as early voting sites.

Newberry Branch collaborated with agencies such as Alachua County

Partnership for Strong Families, American Association of Retired Persons, Alachua County Health Department, School Board of Alachua County Exceptional Student Education Community Based Training Program and Coalition of Hispanics Integrating Spanish Speakers Through Advocacy and Service by providing meeting space and offering volunteer opportunities, for example.

Initiative B: Actively engage in library outreach services appropriate for the community.

Strategies:

1. Work closely with schools and Senior citizen centers to meet needs jointly identified.

**2009-
2010** **PUBLIC SERVICES**

All locations presented programs at local schools, churches, community centers, day care centers and senior centers in their service areas throughout the year.

Headquarters

Circulation Services coordinated with teachers at both public and private schools to issue library cards to their students.

2. Participate in outreach events to targeted community groups.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff regularly attended community events throughout the year. These included 5th Avenue Arts Festival, High Springs Christmas Parade, Rawlings Elementary Block Party, Micanopy's Doc Hollywood Parade, the Newberry Watermelon Festival Parade, the Yulee Railroad Days Parade, Cone Park Recreation Center, Relay for Life, Island Grove Blueberry Festival, High Springs Christmas Parade, High Springs city-wide garage sales and Waldo Fall Festival.

3. Provide access to library materials through satellite collections located in community centers, hospitals, day care facilities or other organizations.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Outreach Services regularly serviced more than two dozen deposit collections throughout Alachua County. Sites included nursing homes, retirement communities, hospitals, after-school programs, community centers, correctional facilities and recreation centers.

In conjunction with the delivery of deposit collections at the Juvenile Detention Center, **Youth Services** gave booktalks to each class promoting

the books.

Branches

Tower Road Branch continued to participate in the Books For Soldiers program, this year sending out 500 boxes of books, magazines and personal items to United States soldiers abroad.

Initiative C: Gather and disseminate information on community issues.

Strategies:

1. Explore and implement strategies for collection and dissemination of information pertinent to the community.

**2009-
2010** **PUBLIC SERVICES**

Staff from all divisions contributed to the **eBranch** by posting informational blogs. All locations utilized community bulletin boards and tables to disseminate local information.

Branches

Hawthorne Branch staff maintained the Chamber of Commerce bulletin board at the post office.

2. Attend meetings of civic or service organizations, local government, and chambers of commerce and actively participate or promote library services.

**2009-
2010** **ADMINISTRATIVE SERVICES**

The Library Director served on the Boards of Directors for the United Way of North Central Florida, the Matheson Historical Center and the Alachua County Children's Alliance. He also was a member of Florida's Department of Education Task Force on the Future of Florida's Academic Libraries.

Marketing and Public Relations staff attended local community meetings such as Chamber of Commerce, Gainesville Fine Arts Association, Marine Corps League and Work of Heart.

Headquarters

Adult Services attended meetings including Alachua County Genealogical Society, Chamber of Commerce After Hours, Harn Museum Advisory Board and United Way 211.

eBranch staff served on the University of Florida's Common Reading Program committee.

The **Literacy Office participated in the Southwest Advocacy Group Project to recruit trained volunteer tutors.**

Youth Services staff attended meetings of groups such as Early Learning Coalition Literacy and Learning Committee, Children's Alliance, Juvenile Justice Committee and Child Abuse Prevention Task Force.

Branches

Alachua Branch staff attended meetings of the Alachua Chamber of Commerce and the Alachua Business League.

Archer Branch staff attended Archer City Commission meetings.

Hawthorne Branch staff attended meetings of the Hawthorne City Commission, Hawthorne Chamber of Commerce, Hawthorne Area Community Foundation and Hawthorne Area Senior Center.

High Springs Branch Manager attended meetings of the Chamber of Commerce, Main Street Florida, High Springs Garden Club and High Springs New Century Woman's Club.

The **Library Partnership** staff attended meeting the included Metcalfe Elementary School Advisory Committee meeting, East Gainesville Initiative and Child Abuse Prevention Task Force.

Micanopy Branch participated in the Micanopy Town Council and Micanopy Friends of the Library.

Newberry Branch meetings included Newberry Main Street Organization, Newberry-Jonesville Chamber of Commerce, and Newberry City Commission.

Tower Road Branch staff attended county commission meetings on the Kanapaha Park building project and the purchase of a building to house a community services center in the service area.

Waldo Branch staff attended meetings of the Waldo City Council, Waldo Historical Society and the Waldo Community School Advisory Council.

SUPPORT SERVICES

Automated Services coordinated the first Drupal Users Group in Gainesville which brings community members together for monthly

technology discussion and professional development.

4. COLLECTIONS reflect our diverse communities in the format, scope and depth necessary to meet current and anticipated needs and interests.

- *Community members have multiple means of access to materials in a variety of formats that reflect their diverse needs for information, enrichment & entertainment.*

Initiative A: Develop collections for targeted populations and projects.

Strategies:

1. Select, order, and process collections for new or expanded deposit collection sites and branches.

**2009- PUBLIC SERVICES
2010**

Headquarters

Outreach Services assessed the current deposit collection to examine loss rates, account anomalies and current practices. This assessment was concluded September 30. Recommendations for service improvements will be reviewed for implementation in FY 2010-2011. Two new youth-oriented collections were created at the Cone Park Recreation Center and the Eastside High School mentoring program.

2. Evaluate collections, subject and genre materials for targeted populations based on use.

**2009- PUBLIC SERVICES
2010**

Headquarters

The eBranch provided circulation statistics for Prime Time program participants and Bookmobile patrons.

Outreach Services Jail Library replenished its depleted collection using both regular and supplemental budget funds, donations and book drives in partnership with local service organizations. Staff partnered with the Sheriff's Office Jail staff to target book selection in support of English for Spanish speakers, spiritual development, and math and writing skills.

Branches

Alachua Branch added materials to the collection of interest to the local Krishna community.

Hawthorne Branch staff received teen input on the selection of materials.

The **Library Partnership** worked with Technical Services to select materials on health, employment, literacy and consumer information for branch patrons.

SUPPORT SERVICES

Technical Services staff added more than 18,800 new titles to the Library District's collection and over 67,600 new items. These items include books, DVDs, music CDs, audio books, downloadable audio books, electronic books and other resources.

3. Plan and implement projects to collect and make local history available in formats that are conveniently accessible.

2009- 2010 **PUBLIC SERVICES**

Headquarters

Adult Services organized Library District participation in the LYRASIS Mass Digitization Collaborative, a project which encourages libraries and other cultural institutions to digitize items of local historical interest to be made available globally through the Internet Archive. The project involved collaboration with the Matheson Historical Center, as well as with local authors. Work will continue through the early part of FY 2010-2011.

eBranch staff provided the Matheson Historical Center with an Excel spreadsheet of its holdings.

Outreach Services Jail Library partnered with the UF Samuel Proctor Oral History Project Matheson Historical Center on a vocational program to improve inmate volunteers' word processing skills by having them transcribe oral histories. Volunteers transcribed digitally recorded interviews with local residents.

Branches

Oral history videotapes on the City of Alachua's history were transferred to DVD, and a notebook of reminiscences from Alachua High School was copied for use in the **Alachua Branch**.

SUPPORT SERVICES

Automated Services worked with the Archer and Hawthorne branches on audio and video history projects. Staff provided the software and training.

4. Develop online collections and downloadable resources accessible through the

eBranch.

**2009-
2010** **ADMINISTRATIVE SERVICES/PUBLIC SERVICES**

Marketing and Public Services staff purchased a laptop dedicated for video and audio editing. **Archer, Hawthorne and Newberry branch** staff attended training on basic video editing and procedures for creating audio clip. In FY 2010-2011, Marketing staff will use the clips to promote the collection of oral histories available for download through the eBranch. Teaser videos will be posted on Youtube and will be embedded into the eBranch pages and social networking sites.

PUBLIC SERVICES

Headquarters

Adult Services staff evaluated new and existing electronic resources for inclusion or removal from the eBranch.

The **eBranch** configured and promoted newly purchased databases such as Newsbank, Safari Tech and Business Books Online, Encyclopedia Estudiantil Hallazgos, HelpNow, JobNow and Powerspeak.

SUPPORT SERVICES

Technical Services' investment in online collections increased to meet patron demand.

5. Evaluate existing literacy collections in all sites and plan for enhancements.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services and the Literacy Office evaluated and selected new reader materials for the entire Library District.

6. Update the Library District's "Collection Development and Maintenance Policy" to better capture the Library District's evolving priorities, and include electronic resources, patron needs and requests, greater flexibility in making collection decisions, and proactive processes for patron input.

**2009-
2010** **PUBLIC SERVICES/SUPPORT SERVICES**

The revision to this policy is under development and will be completed in the first quarter of the upcoming fiscal year.

Initiative B: *Work Smarter* and enhance strategies to make materials more accessible.

Strategies:

1. Evaluate and organize existing spaces to accommodate the changing needs of users and to feature high use materials.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services staff reorganized the business reference area to make it more accessible to patrons and to include a community resources area, a bulletin board for local job listings and shelving for tax forms. Staff relocated *News for You* and *Easy English News*, two low-literacy publications to the new readers area. Magazines were relocated and placed on visible and accessible shelves.

Outreach Services Bookmobile I received a refurbishment that included better merchandising of DVDs and CDs, built-in seating in the children's area, an additional fold-down counter for patron use and a wireless laptop for patron use. **Jail Library** staff relocated high-interest collections to more accessible spots, and certain subject materials received dedicated sections. Fiction and genre titles were expanded. Four computers were added for patrons to practice vocational skills, participate in an oral history transcription program and write legal correspondence.

Youth Services staff reorganized shelving and created new labeling and signage in the children's and young adult areas to utilize space more efficiently and improve access.

Branches

Hawthorne Branch moved the DVD collection to highly visible shelving for easy access. Patron laptops were relocated near the PC Reservation console and reference desk to monitor patrons in need of assistance.

High Springs Branch staff expanded DVD collection in response to the high demand from patrons.

Micanopy Branch combined juvenile non-fiction with adult non-fiction and developed a draft renovation design for better access to the collection and improved space utilization.

Newberry Branch doubled shelving for DVDs, videos and young adult materials by moving magazines to acrylic displays and shifting materials after Technical Services weeded the branch.

PUBLIC SERVICES/SUPPORT SERVICES

Waldo Branch and Technical Services weeded the collection and shifted materials to encourage circulation.

2. Evaluate the effectiveness of floating collections.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Circulation Services coordinated the transition to a fully floating collection. Full implementation of floating began on September 1, 2010, and staff will evaluate the effectiveness during the next fiscal year.

The eBranch prepared reports to evaluate floating of audiovisual materials in preparation of floating the entire collection.

PUBLIC SERVICES/SUPPORT SERVICES

The eBranch worked with Circulation Services and Technical Services to prepare catalog for the new process.

3. Evaluate and implement interactive products that allow users to rate and review materials and create custom lists.

**2009-
2010** **PUBLIC SERVICES**

Aquabrowser's My Discoveries was implemented in FY 2008-2009, and patrons currently use it. No formal evaluation was conducted; however patron comments indicate that My Discoveries does not include all the options users would like. These comments are being considered as other products are being reviewed.

4. Evaluate, implement and analyze the use of services for increased material processing efficiency.

**2009-
2010** **PUBLIC SERVICES/SUPPORT SERVICES**

The eBranch, in conjunction with Technical Services, created a new procedure enabling staff to move online purchase requests into Drupal and improved the patron request form. The new Purchase Suggestion page enhanced instructions for patrons and added new features to help patrons explore current holdings. eBranch staff advised Technical Services on creating a circulation report to assist in reviewing and weeding music CDs, completed reports for Administration that determined a materials loss rate for FY 2008-2009, and produced a set of reports to help Outreach Services assess deposit collections.

SUPPORT SERVICES

Technical Services evaluated and purchased security casing for both DVDs and CDs. All new CDs and DVDs from our major AV supplier arrived in the new cases, which reduced processing and packaging time. Implementation of the re-casing was successful and efficient. Items take up less shelf space and are quieter. All major suppliers now perform basic processing for the Library District.

5. Continuously improve the integrity and usability of the Library District's catalog.

**2009-
2010** **PUBLIC SERVICES**

Public Services staff assisted in the design of the patron and Internet images of the Library computers.

Headquarters

The **eBranch** planned and participated in the catalog upgrade and developed a persistent login mechanism that improved functionality between Aquabrowser and the SirsiDynix catalog. Staff studied reported problems involving claims-returned items and bills. Billing and overdue notice reports were adjusted to exclude claims-returned items.

SUPPORT SERVICES

Technical Services performed authority control twice this year, which generated reports of items needing correction. Improvements, cataloging downloadable items that had not been cataloged by the vendor when originally purchased, were made to facilitate finding materials in Aquabrowser. More OverDrive records, including some that required original cataloging, were added to the catalog. Other catalog clean-up projects included fixing coding of reference books and running a report of items with possible incorrect dollar values to alleviate issues with both collection valuation statistics and patron billing.

6. Implement a serials module and develop a plan to enhance management of serials collection.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services staff updated the serials notebook which includes branch holdings.

SUPPORT SERVICES

The SirsiDynix serials module was successfully implemented by

Technical Services. Serial control records were created for all periodicals, and routing information for professional titles was updated. Patrons can now search the catalog for magazine and newspaper titles.

7. Use effective methods to protect and preserve the collection.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services staff added RFID tagging to high loss magazines and newspapers to reduce loss.

Circulation Services coordinated the trial and evaluation of the DiscXpress machine for DVDs and CDs. Purchase was not recommended.

Branches

High Springs and Tower Road branches trained volunteers to repair damaged materials still in high demand.

Newberry Branch staff mended damaged materials.

SUPPORT SERVICES

Technical Services was instrumental in switching to a new security system for CDs and DVDs. Staff worked with current AV vendors to send materials in the new cases. Staff worked with Adult Services to get local history and genealogical materials bound. Staff resurfaced and repaired more than 6,300 music and audio CDs and DVDs and audio book CDs and placed back in circulation.

Initiative C: Collect and analyze data on use of the collections.

Strategies:

1. Utilize online surveys to get feedback from in-house and remote users.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

The **eBranch** created and published an online survey for a two-month period to solicit feedback from its users.

2. Develop strategies to solicit and analyze feedback from non-users.

**2009-
2010** **PUBLIC SERVICES**

Thirty-six (36) "Tell Us Your Thoughts" sessions were held at various

branches and throughout Alachua County, with 396 people attending.

Headquarters

The **eBranch** received 93 completed online surveys during October and November 2009. The public, both users and non-users, attended to provide input on library services.

3. Use statistical reports to analyze data on usage of specific collections, electronic resources and locations.

**2009-
2010** **PUBLIC SERVICES**

Adult Services worked with the **eBranch** to monitor usage of the Library's electronic resources.

The **eBranch** provided benchmark circulation statistics for targeted Dewey ranges at the **Library Partnership**. Specialized reports were generated for **Millhopper Branch** to assist in managing the relocation and storage of materials during renovation.

SUPPORT SERVICES

Automated Services implemented and supported the new Counting Opinions statistical gathering and reporting system used throughout the Library District. Automated Services generated a monthly report for the Library Director, Board of Trustees and Governing Board. Staff generated SirsiDynix circulation statistical reports and inputted into Counting Opinions. PC Reservation statistical reporting was also provided by Automated Services.

Technical Services created reports throughout the year that assisted with resource allocation. Staff utilized weeding reports to assess and weed the majority of the Library District's existing collection.

4. Identify ways for users to have input in collection data analysis.

**2009-
2010** **PUBLIC SERVICES**

Patron circulation statistics were utilized when making collection development decisions.

Initiative D: Actively market collections and information resources.

Strategies:

1. Develop and implement a plan to enhance display marketing and directional signage.

**2009-
2010** **PUBLIC SERVICES**

2010

All locations create monthly displays to market materials from the collection and to publicize events.

Branches

Millhopper, Tower Road and Waldo branches received slat wall end panels for display purposes. The Library District will implement this display feature as other locations undergo renovations.

2. Enhance and coordinate promotion of the collection online and in person (i.e. book talks, reading discussion groups, book displays, new reader's advisory tools and informational brochures, RSS feeds, user initiated tags and reviews).

**2009-
2010** **ADMINISTRATIVE SERVICES/PUBLIC SERVICES**

Marketing and Public Relations and the eBranch provided lists of upcoming releases to promote the collection via the eBranch and "think..." A Gainesville Sun article highlighted summer titles recommended by Library District staff.

PUBLIC SERVICES

Blog entries posted by Public Services staff on the home and branch pages promoted print and electronic resources.

Headquarters

Adult Services created 17 booklists to promote the collection.

The **eBranch** offered over 30 RSS feeds, user initiated tags, personal lists and ratings.

Youth Services prepared a PowerPoint presentation for all staff to use when presenting book talks on the Sunshine State Young Readers Award, created grade level and genre booklists and created themed book displays, which included collaboration with University of Florida special collections.

SUPPORT SERVICES

Technical Services promoted the collection online by blogging about genre fiction and preparing a monthly "what is staff reading" booklist. Branch staff visited local middle and high schools to present book talks and hosted in-library book clubs for adults and teens. Book displays were created to promote the collection.

3. Use patron and staff created reviews, ratings, and tags to promote materials.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

The **eBranch** published staff reviews which patrons can rate and tag materials through My Discoveries.

Branches

Millhopper Branch teen patrons posted book reviews on the bulletin board in the teen area. Staff regularly posted reviews on the Millhopper Branch page of the eBranch.

Tower Road Branch staff tagged records in Aquabrowser and used “My Discoveries” to thematically track titles for story times.

4. Identify venues (online and in person) to distribute information about library materials to new audiences.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Marketing and Public Relations staff evaluated the most suitable demographic for upcoming Library District programs services and created a targeted contact list for sending press releases and accompanying materials. Staff used blogging sites available through Gainesville Moms and Gainesville Voice to distribute Library news. Marketing staff began creating a list of community organizations with newsletters and, in FY 2010-2011, will submit articles and ads promoting our services and events to these organizations.

PUBLIC SERVICES

Headquarters

Adult Services distributed Library information to new audiences at the Business Forum, Health Forum at the Atrium, Gainesville Newcomers Club, Senior Forum and the 5th Avenue Arts Festival.

Branches

Alachua Branch staff contributed to the branch’s Facebook page.

Tower Road Branch created a display of library materials for clients of the Mobile Health Clinic.

5. LIBRARY ENVIRONMENTS are welcoming community spaces used for many purposes.

- *The community has library environments, physical and virtual, that are welcoming, accessible, and safe places for individuals and groups -- “living rooms of the community.”*

Initiative A: Ensure the accessibility and safety of users and staff through continuously enhanced safety planning and practices.

Strategies:

1. Continuously evaluate disaster preparedness, safety, and security policies/practices with input by staff, the community, law enforcement, fire officials, risk managers and the Alachua County Emergency Operations Center.

**2009- PUBLIC SERVICES
2010**

Evacuation plans for Youth Services, the High Springs, Library Partnership, Millhopper and Tower Road branches were updated. Security staff was employed at Headquarters during operating hours and a Gainesville Police Department officer was scheduled periodically. Staff members from every branch and department served on the Library District Safety Committee. All branches and departments held monthly safety meetings.

Adult Services and Millhopper Branch staff reviewed the Emergency Procedures Manual and sent suggestions for updates to Facilities/Safety Services this year.

Branches

Alachua Branch scheduled coverage from local police during some after-school hours.

Hawthorne Branch received a thorough safety inspection by the fire marshal and numerous changes were made by Facilities/Safety Services.

High Springs partnered with the High Springs Fire Department, High Springs Police Department and Alachua County Office of Emergency Management to present a program on hurricane awareness for the public.

2. Train staff to implement disaster preparedness, safety and security policies/practices, and to appropriately respond and report.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Facilities/Safety Services and Administration staff updated and distributed the Emergency Procedures Manual. Facilities staff met with branch staff throughout the year to discuss emergency procedures and ensure availability of appropriate supplies. Staff facilitated quarterly management safety meetings and conducted quarterly management/union safety meetings to review and discuss incidents and accidents.

PUBLIC SERVICES

Safety and security procedures were discussed at **Headquarters and branch** department monthly meetings. Safety and security concerns were reported via work order or telephone.

Headquarters

Headquarters Public Services staff participated in the Headquarters Person-in-Charge rotation, handling emergency situations and problem behaviors as needed.

Outreach Services Bookmobile drivers participated in a defensive driving course. Safety vests for visibility were purchased for Bookmobile and delivery staff to wear if they must be on the side of the road due to vehicle breakdown.

3. Promote Internet safety for library users of all ages.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Youth Services and several branches presented NetSmartz Internet safety programs to 3599 participants at the Library and local schools. Staff also presented internet safety programs at the Literacy Festival and the Partnership for Strong Families' Family Fun Day. Staff prepared print materials to distribute at branches. Youth Services included Internet safety pages for children, teens and parents on their web pages.

Branches

Branch staff worked one-on-one with users and encouraged Internet safety.

SUPPORT SERVICES

Automated Services supported a whitelist server which provided an option for filter Internet access at patrons' request.

4. Comply with the Americans with Disabilities Act (A.D.A.) to ensure the accessibility of library services.

**2009-
2010** **PUBLIC SERVICES**

Wheelchair access was provided at the circulation desks at the renovated Millhopper Branch and Headquarters lobby.

Headquarters

Adult Services managed the talking book collection and acted as liaison to the Bureau of Braille and Talking Book Library Services. Staff regularly pulled books for homebound patrons.

Installation of electrically operated retractable exterior steps, revision of handrails and installation of better lighting inside Outreach Services Bookmobile I improved accessibility.

Youth Services provided video captioning as needed.

SUPPORT SERVICES

Automated Services upgraded and maintained Zoom Text computers throughout the Library District to enable patrons with vision impairments to access the catalog and other electronic resources.

5. Monitor indoor air quality, energy efficiency, noise levels, and general cleanliness to ensure environmental conditions are conducive to staff and patron usage and comfort, and to protect the materials collection.

**2009-
2010** **ADMINISTRATIVE SERVICES**

All Library District locations remained on an HVAC preventative-maintenance schedule. Facilities/Safety Services staff completed an energy efficiency lighting upgrade at Headquarters as part of a rebate program with GRU. Thermostat temperatures were set at 68 and 74 degrees to conserve energy. Full janitorial service continued at Headquarters and branches.

PUBLIC SERVICES

Headquarters

The Headquarters lobby renovation was completed with noise reduction one of the objectives.

Branches

The number of days of service was increased at the Alachua and High Springs branches.

Initiative B: *Work Smarter* and develop strategies to continuously enhance well maintained, cost effective and welcoming environments.

Strategies:

1. Evaluate library buildings and equipment routinely with an emphasis on scheduled preventative maintenance.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Facilities/Safety Services scheduled branch visits for preventive maintenance, work orders and general building condition inspections. Parking lot restriping and underground retention basin care are scheduled for annual review.

2. Continuously assess, with user input, the facilities, equipment and eBranch to maintain a welcoming atmosphere that meets the needs of all users.

**2009-
2010** **PUBLIC SERVICES**

The Headquarters lobby was renovated to address noise, work flow and patron traffic concerns. Renovations included new paint, lighting, carpeting and relocated service desks. Self check-out machines were placed in the center for convenient access.

Headquarters

The **eBranch** migrated to a more user-friendly web interface including an easier navigation system and more attractive web pages.

Branches

Millhopper Branch relocated the CD collection to a more prominent location at the suggestion of the public and staff.

SUPPORT SERVICES

Automated Services replaced 174 patron catalog and Internet computers at the branches.

3. Continuously review workflow and user traffic patterns for efficiency and adapt staff work areas to meet needs.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Circulation Services developed guidelines outlining best practices for the design of circulation service points.

Outreach Services worked with Adult Services to track the flow of

DLI delivery service. Procedural changes resulted in faster processing, improved efficiency and better communication between the two departments.

Youth Services evaluated traffic at children's and young adult reference desks to ensure adequate coverage.

Branches

Hawthorne Branch modified the circulation desk to accommodate better work flow and increase efficiency.

The workflow at the Millhopper Branch was improved through the renovation redesign.

SUPPORT SERVICES

Automated Services reorganized the server room and work area to improve air flow to computer systems and create a functional work area to stage computers for repair and redeployment. Art room computer services were updated to allow networking with the Library District's servers. A plug and play plotting machine was purchased to replace the 20 year old vinyl plotter.

4. Investigate cost effective and efficient communication services to facilitate better staff response time and new models of customer service.

**2009-
2010 PUBLIC SERVICES**

Headquarters

Long distance phone lines were installed in the Adult Services interlibrary loan office, staff work area and at the service desks to expedite communication with patrons. Staff served on a statewide task force to evaluate text-referencing services.

Branches

Millhopper Branch staff created a video presentation to run during the day in the teen area. These presentation included advertisements for upcoming programs and book trailers for teen books.

SUPPORT SERVICES

Automated Services continuously monitored Internet traffic to provide the best performance. A DSL network connection was added at the Waldo Branch to divert some patron Internet traffic and improve the performance for staff computers when assisting patrons.

5. Implement energy efficient, environment-friendly, and resource saving

measures.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Facilities/Safety Services staff installed waterless urinals and electric hand dryers throughout the Library District. The Library District participated in the GRU solar panel Feed in Tariff program at Headquarters and the Millhopper Branch.

PUBLIC SERVICES

Public Services adjusted staff schedules to minimize power consumption on Sunday mornings.

Headquarters

Outreach Services Bookmobile I refurbishment emphasized energy savings and patron comfort by installing energy-efficient lighting, a new air conditioning unit and increased ceiling insulation to dampen noise and maximize climate control.

Youth Services staff recycled all plastic and metal waste in staff lounge.

SUPPORT SERVICES

Automated Services began purchasing new energy efficient servers and using server virtualization to reduce the number of physical devices needed and replaced old patron computer and monitors with newer, energy-efficient models. Self-service patron reservation and print computers were consolidated at smaller branches to reduce the number of devices required.

Initiative C: Provide technical resources, hardware, software and strong network infrastructure to meet continually increasing demand for access to online library services and resources.

Strategies:

1. Identify and plan for upgrades, products, and subscriptions that interface with the Integrated Library System.

**2009-
2010** **PUBLIC SERVICES/SUPPORT SERVICES**

Automated Services assisted the **eBranch** with the upgrade of our SirsiDynix ILS system and completed an upgrade of the OCLC Inter Library Loan system.

Representatives from various departments and branches served on the Library Automation Research Committee to identify and procure the next generation integrated library system. The committee will continue

its work through FY2012.

The eBranch maintained and implemented increased functionality of the Aquabrowser catalog overlay and the SirsiDynix integrated library system.

2. Continuously assess patron and staff needs for computer workstations and software, and plan and budget for identified enhancements.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Outreach Services Jail Library tripled the number of computers available to patrons. The branch acquired two computers for patrons to improve their typing and word processing skills and for legal correspondence.

Branches

Tower Road Branch staff identified effective areas to place wireless workstations and installed two as a trial run.

PUBLIC SERVICES/SUPPORT SERVICES

Adult Services worked with Automated Services to determine the number of computers and software needed to meet the information needs of Headquarters patrons.

SUPPORT SERVICES

Automated Services began transitioning the network servers to Windows 2008. The first of three virtual servers using VM Ware vSphere 4.0 was introduced. Automated Services began to upgrade staff computer memory in preparation for a transition to Windows 7 and Office 2007/2010. The Microsoft Exchange eMail Server, as well as several others are being transitioned to the virtual environment. Several Headquarters patron computers were converted to EZ-Stop, no reservation stations.

Staff worked with the State Library of Florida consulting group Hayes Consulting to complete a comprehensive network and services assessment survey at all branches. An annual budget for virtual servers, replacement patron computers, staff software, server upgrades and network infrastructure was approved.

3. Meet network capacity demand to support the technology needs of staff and users.

**2009-
2010** **SUPPORT SERVICES**

Automated Services monitored Internet connectivity and branch bandwidth requirements. The recommendation is to increase network capacity and communication budget for smaller branches in FY 2010-2011. Some branches in under-serviced network areas may be supplemented with DSL Internet service.

Automated Services participated with GRU, our network service provider, to prepare a federal grant proposal for improved bandwidth to rural and underserved branches throughout the county. Network traffic was constantly monitored to identify the proper configuration to balance performance and satisfy demand. Network switches were upgraded at Headquarters and the Millhopper Branch, and routers were upgraded at Headquarters, High Springs and Waldo branches.

Initiative D: Collect and analyze community and staff feedback to evaluate Library District spaces, physical and virtual, and identify service gaps.

Strategies:

1. Utilize online surveys to get feedback from in-house and remote users.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

The eBranch published a community survey for long range planning on our website and provided a summary from its Drupal webform of its results. The eBranch gathered usage statistics and community feedback continuously on the website.

2. Develop strategies to solicit and analyze feedback from users and non-users, advisory groups, focus groups, community groups, either online and/or in person.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

The eBranch solicited feedback from remote patrons with forms available to submit on each web page. Comment cards were available at service desks throughout the Library District.

3. Identify service gaps and implement plans to address the need for new and expanded facilities or services.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Administration worked with the City of Gainesville, Santa Fe College, East Gainesville Initiative and other community groups to identify

service gaps. The proposed Cone Park (eastside) Branch location was a result of this endeavor. The Library District Capital Development Plan was updated to reflect reduced revenues.

4. Evaluate trends in meeting room use and develop strategies to maximize the use of meeting spaces.

**2009-
2010** **PUBLIC SERVICES**

US Census Bureau employees used outside tables at the branches when meeting rooms were unavailable.

Headquarters

Adult Services and Youth Services worked together to determine the best use of the study rooms at Headquarters.

Branches

Alachua Branch staff used their teen room “The Spot” when both meeting rooms were occupied. Multiple teacher-student tutoring groups shared the large meeting room to accommodate all the requests for space. Hawthorne Branch offered the use of tables in the public area when the meeting room was booked.

Millhopper Branch staff distributed evaluation forms to patrons using the meeting rooms to generate statistics and comments on improving the service.

Tower Road Branch offered the meeting room for quiet study when it was not being used.

Initiative E: Actively market the physical and virtual Library District.

Strategies:

1. Develop a thorough marketing plan with staff and community input.

**2009-
2010** **PUBLIC SERVICES**

The Library District attempted to receive community feedback through the “Tell Us Your Thoughts” campaign in FY 2009-2010. Because of the low response, a marketing plan designed specifically around the results of the campaign was not accomplished. In FY 2010-2011 the Library District will receive assistance from a consultant to develop methods of patron and non-patron input.

2. Implement new methods to promote the use of Library District services, especially to the non-user and underserved members of the community.

**2009-
2010** **ADMINISTRATIVE SERVICES**

2010

Marketing and Public Relations staff began reviewing the use of interactive barcodes on printed publicity materials outside of the Library District to drive interest from outside users and non-users with mobile technologies directly to Library District URLs, videos, and catalog resources with the use of Internet accessible mobile devices.

PUBLIC SERVICES

A Library District print ad was placed in the annual Student Survival Guide mailed out to incoming freshman at UF.

Headquarters

Both **Outreach Services Bookmobiles** received colorful vinyl wraps, advertising collections and services offered by the Library District.

The **eBranch** created new design styles, widgets and content to attract and promote library services and programs.

Youth Services made weekly visits to the afterschool program at Cone Park, the proposed site of a new library branch. A deposit collection for young readers was also established at the site. Staff visited the Juvenile Detention Center to promote books in their deposit collection.

3. Identify community partners suitable for joint promotion opportunities.

**2009-
2010** **PUBLIC SERVICES**

Some of the community partners the Library District collaborated with during the year included: University of Florida's Common Reading Program, CHOICES, League of Women Voters, Florida Works, University Athletic Association, Partnership for Strong Families, Department of Children and Families, the United Way, University of Florida, Alachua County Genealogical Society, Harn Museum, Florida Natural History Museum, WUFT Public Broadcasting System, Head Start, Gainesville Chamber of Commerce, Gainesville Writer's Alliance, Matheson Historical Center, civic Media Center, UF Center for the Humanities and the UF Libraries.

4. Identify venues (online and in person) to distribute information about library services to new or low-use audiences.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services presented information on library services to the

Gainesville Newcomers' Club.

Branches

Tower Road Branch created a display of library materials for the Mobile Health Clinic.

6. STAFF MEMBERS are empowered by an environment of teamwork and a culture of continuous improvement to provide excellent service.

- *The community is served by library staff members who reflect the community and are well trained, motivated and customer-focused.*

Initiative A: Promote an agile organizational culture of empowerment, enhanced teamwork, effective project management, and customer oriented change readiness.

Strategies:

1. Define and promote success factors needed to create and sustain the desired organizational culture.

**2009-
2010** ADMINISTRATIVE SERVICES

This strategy has been delayed in order to update the Library District's mission and vision statements. The success factors of the organization need to be aligned with any changes made to the mission and vision. This is scheduled for FY 2010-2011.

2. Enhance communication with staff.

**2009-
2010** PUBLIC SERVICES

Public Services staff received training on new database products at special sessions and group meetings.

Headquarters

Circulation Services visited every branch and department during the year to train staff on new procedures and products.

SUPPORT SERVICES

Automated Services developed an improved online work order system that allowed monitoring of and commenting on the status. Staff maintained a shared file system where staff members shared documents within and between departments and branches. Automated Services will upgrade the current staff email system in FY 2010-2011.

Technical Services planned and hosted the annual staff collection development forum in September. Staff also attended department meetings in Adult Services and Circulation Services to discuss collection development.

Technical Services facilitated the monthly general book discussion group at Headquarters. Titles discussed are put in a booklist publicized on the eBranch and distributed as a newsletter and RSS feed.

3. Promote opportunities for cross training in a variety of ways such as, job shadowing and job exchanges, internal mentoring and enhanced committee structures.

**2009-
2010** **PUBLIC SERVICES**

Staff throughout the Library District assisted at the annual Family Literacy Festival in October 2009. Staff also served on various Library District committees throughout the year.

Headquarters

An **Adult Services** staff member developed skills in Drupal as a result of assisting the eBranch with content input.

Circulation Services, with assistance from **Adult Services and Youth Services** staff, developed a cross-training manual for Headquarter Library Pages. Pages from these departments participated in cross-training by working in Circulation Services on weekends.

SUPPORT SERVICES

Networking, support and applications software staff in **Automated Services** cross-trained each other to support new features.

Technical Services staff worked at Headquarters public service desks on a regular basis. Department Library Pages cross-trained on the Bookmobiles to learn about reference and circulation functions as well as assisted Circulation Services with clerical tasks.

4. Include staff to develop practices, and policy and procedure interpretations that benefit the public, staff, and the Library District.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Administration provided input in the development of grant procedures to ensure accurate, current and complete disclosure within the provided budgetary and reporting framework.

PUBLIC SERVICES

Public Services managers input was solicited when policies and/or procedures were revised or implemented.

Headquarters

Circulation Services staff proposed and implemented a new incomplete card procedure. The Senior Library Manager chaired a

District-wide committee to implement floating collections by the end of FY 2009-2010.

Initiative B: Encourage and support staff training and coaching using a variety of formats.

Strategies:

1. Continuously enhance District-wide, division and staff training plans.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services hosted the monthly District-wide Adult Services Planning Group meetings which often included training. Adult Services Senior Library Manager prepared and presented all reference/customer service training for new Library District staff.

eBranch staff trained staff on new Drupal website, Evanced and SirsiDynix.

Youth Services hosted the monthly District-wide Youth Services Planning Group meetings that often include training.

SUPPORT SERVICES

New employee training in **Technical Services** was updated.

2. Provide opportunities internally for training on products, services, resources, policies and procedures.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Administration staff provided training on A.D.A., FMLA and hiring procedures to all Library District supervisors in March 2010. Financial Services staff reviewed proper procedures for purchasing, travel and budget to division managers. Administration also provided ongoing assistance with Library District policies and procedures formally at meetings and on an as needed basis.

Library District staff members attended annual Equal Opportunity Conference in February 2010.

PUBLIC SERVICES

All departments and branches offered location-specific training to new Library District employees. Library District staff attended webinars, online workshops and in-house training to increase their knowledge of products, services and resources. Internal trainings included Baker and Taylor Titlesource, Brainfuse, Children's

programming, Counting Opinions, Demand Management, Drupal, eGovernment, Evanced, Netsmartz, Overdrive and RFID.

Headquarters

eBranch staff provided specialized training on adding content to the website.

3. Provide opportunities for staff to develop the technical skills necessary to plan and provide services.

**2009-
2010** **ADMINISTRATIVE SERVICES**

Administration staff provided hiring supervisors ongoing technical training on using the online hiring system.

PUBLIC SERVICES

Headquarters

The eBranch held staff training for Evanced Events and Room Reservation calendars. Staff trained over 60 staff members to input content on the new website.

4. Encourage staff training and professional development through the participation in outside workshops, meetings, conferences and library exchanges.

**2009-
2010** **PUBLIC SERVICES**

Library District staff attended 234 NEFLIN training events, and 118 staff members attended 61 other training workshops in FY 2009-2010. The Library District received NEFLIN's annual Golden Apple Award for Commitment to Training. Major conferences attended include American Library Association conferences, Public Library Association conference and Florida Library Association annual conference.

5. Contribute regional leadership in continuing education and training.

**2009-
2010** **PUBLIC SERVICES**

Headquarters

Adult Services represented the Library District at the Florida Library Association (FLA) on the Personnel and Recruitment Committee and on the FLA Conference Committee. Adult Services staff provided live and virtual eGovernment training to staff at 14 library systems in Florida.

Circulation Services staff served on the NEFLIN Continuing Education Committee and on the Alachua County Equal Opportunity

Advisory Committee. Staff gave a presentation on floating collections at the NEFLIN annual meeting in September 2010.

eBranch staff presented a program “Best ILS Practices & Projects” at the Florida Library Association annual conference.

Youth Services staff presented a program on reading to young children at the G.A.T.O.R. – Guiding and Teaching Our Remarkable Children Conference at the Harn Museum. Youth Services staff served as co-chair of the FLA Leadership Development Committee.

SUPPORT SERVICES

The **Technical Services Administrator** served as a mentor to a participant in the Sunshine State Library Leadership Initiative.

Initiative C: Ensure excellent library service by encouraging staff promotional opportunities and implementing practices to retain or recruit the best available personnel.

Strategies:

1. Ensure staff has competitive salaries and benefits.

2009- 2010 ADMINISTRATIVE SERVICES

The Library District continued to have competitive salaries and maintained a base salary for our lowest paid regular, full-time position closely aligned with the US Health and Human Services 2010 Poverty Guidelines for a family of four. The Alachua County Risk Management Department conducted an annual review of Library District benefits and submitted changes and budget adjustment projections to Administrative Services.

2. Encourage lifetime careers in library work.

2009- 2010 PUBLIC SERVICES

Staff are encouraged and supported in their efforts to receive Master’s in Library and Information Studies (MLIS). Eight staff members are currently enrolled in MLIS programs.

Staff promoted and supported the high school intern program, which provided local teens with the opportunity to experience the reality of library work. This program received the Governor’s Community Investment Award in March 2010.

Headquarters

Adult Services staff participated in Sunshine State Leadership classes and activities.

3. Encourage and support staff participation in professional affiliations.

**2009-
2010** **ADMINISTRATIVE SERVICES**

The Library Director served as Treasurer of the LYRASIS Board of Trustees and was appointed to serve on the Florida Department of Education Task Force on the Future of Florida's Academic Libraries.

PUBLIC SERVICES

Staff participated in Florida Library Association conferences and committee meetings, both off-site and online. Staff were members of the American Library Association, Florida Library Association and Public Library Association.

SUPPORT SERVICES

The Support Services Division Director was elected Vice-Chair/Chair-Elect of the American Library Association's Association for Library Collections and Technical Services Council of Regional Groups.

4. Encourage in-house promotions by providing staff with training and job enhancement opportunities.

**2009-
2010** **PUBLIC SERVICES**

Staff was encouraged to attend training workshops, assist at other locations and learn new tasks in the present positions to enhance their job experience and prepare them for other job opportunities with the Library District.

5. Recruit the highest caliber staff by identifying traditional and non-traditional applicant resources.

**2009-
2010** **ADMINISTRATIVE SERVICES**

All internal and external posted vacancies were advertised on the Library Districts and Alachua County's Employment Opportunities website. Listings were posted on bulletin boards in all Library District facilities and in the Alachua County Human Resources Office and were updated weekly. Staff were emailed a list of current vacancies every Monday. Positions above Library Page and Clerk Messenger level were advertised on the Florida Library Jobs website. Vacancies were also listed on the Career Resources Center websites for both the University of Florida and Santa Fe College. Management positions were advertised on the LYRASIS website.

A generic employment advertisement appeared periodically in the Gainesville Guardian. A recruitment radio advertisement was developed and ran on WTMG Magic 101.3 and WTMN 1430 AM during the year.

The Alachua County Equal Opportunity Office sent vacancy information to local churches, local municipalities and to minority colleges nationwide. Information was also sent to female and minority professional associations.

Initiative D: *Work Smarter* and develop strategies to provide exemplary library services through cost-effective staffing and scheduling.

Strategies:

1. Identify and use methods for assessing staffing schedules to ensure that adequate staffing is available at all times.

**2009-
2010** **PUBLIC SERVICES**

Staff at several locations participated in a survey to assess staffing needs throughout the Library District. Reallocation of some staff is slated to occur in October 2010.

Desk schedules were designed to ensure adequate staff was available at all times. Staff arrival times in some departments were altered to ensure proper desk coverage during open hours.

2. Develop District-wide staffing plan that ideally meets the inherent quality and exemplary quantity standard identified in the Florida Library Association Standards for Public Libraries 2004.

**2009-
2010** **PUBLIC SERVICES**

Members of management were selected for the Staff Realignment Committee which evaluated staffing levels throughout the Library District and resulted in some reallocation of staff to open an additional evening each week at the Millhopper and Tower Road branches.

3. Support a comprehensive volunteer program.

**2009-
2010** **ADMINISTRATIVE SERVICES**

To enhance existing library services, an average of 232 active volunteers provided 22,314 hours of service. Volunteers assisted with shelving, checking in, pulling reserves, providing patron computer assistance, programming, mending materials, re-ghosting computers,

inputting eBranch content, providing literacy assistance and offering homework help.

4. Implement a workload study to determine needs for placement and training of volunteers to complement staff.

**2009-
2010** **PUBLIC SERVICES**

Not accomplished. Public Services will not conduct a workload study at this time.

5. Develop a program to recognize staff exemplifying Work Smarter initiatives.

**2009-
2010** **PUBLIC SERVICES**

Not accomplished. Public Services will not reinstitute an award program at this time.

Initiative E: Collect and analyze feedback from staff to promote participation in continuous improvement.

Strategies:

1. Utilize surveys to get feedback from staff at all levels.

**2009-
2010** **PUBLIC SERVICES**

Not accomplished. Staff focus groups will be used in FY 2010-2011.

2. Provide opportunities for formal and informal discussions about training needs.

**2009-
2010** **PUBLIC SERVICES**

Supervisors included discussions on training needs during annual performance reviews with their employees. Managers also included these discussions during regular departmental staff meetings.

Ideas for training workshops were regularly sent to NEFLIN by Administration staff.

Headquarters

Adult Services and Youth Services held email discussions on training needs via their District-wide planning groups.

3. Encourage and solicit feedback on training.

**2009-
2010** **PUBLIC SERVICES**

2010

Staff was encouraged to share what they learned at trainings with other staff at department meetings and via email and the server.