

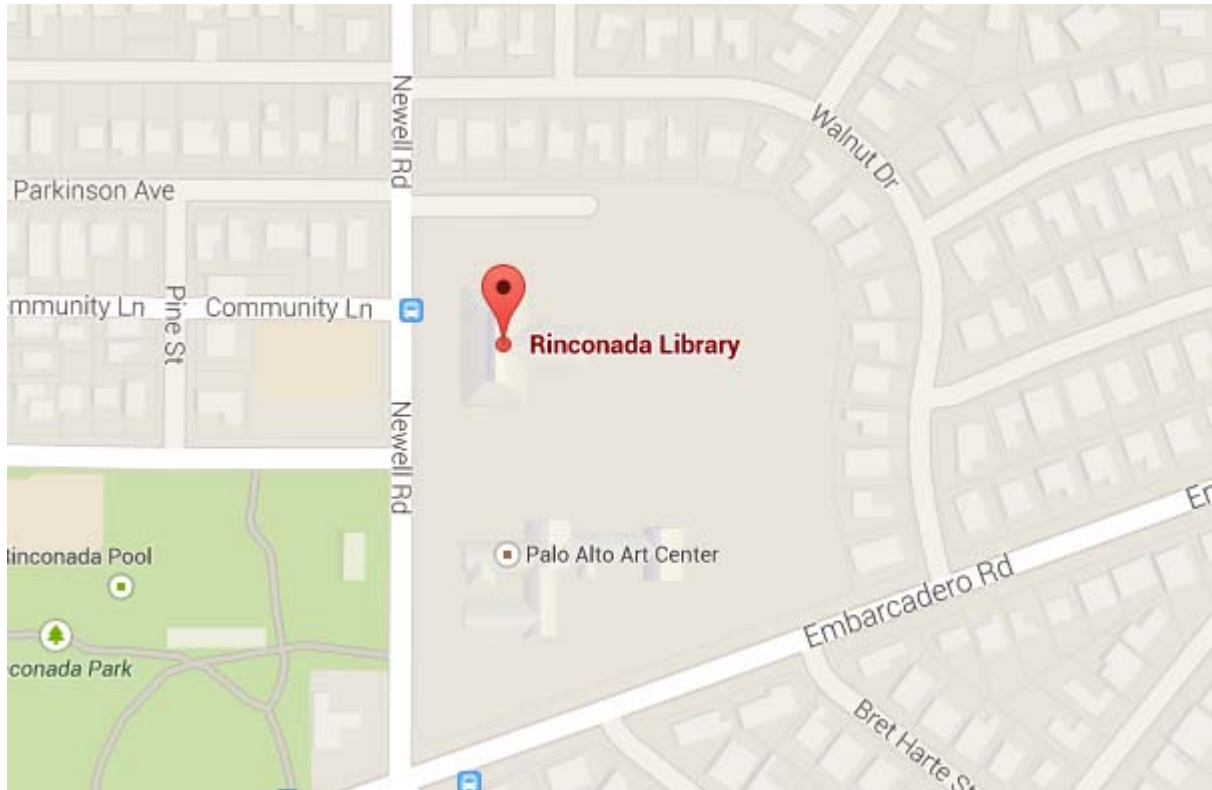
## SVLS Administrative Council Meeting Agenda

**Rinconada Library (formerly Main Library)**  
**1213 Newell Road**  
**Palo Alto, CA 94303**

(Map Enclosed)

**Friday, January 29, 2016**  
**10:00 a.m.**

- |       |                                                                                                                                                                                                                                                                                                                                                      |                                  |              |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------------|
| I.    | Call to Order and Introductions                                                                                                                                                                                                                                                                                                                      | Keith                            |              |
| II.   | Adoption of Agenda (Action Item)                                                                                                                                                                                                                                                                                                                     | Keith                            |              |
| III.  | Approval of the September 18, 2015 minutes (Action Item)                                                                                                                                                                                                                                                                                             | Keith                            | Attachment 1 |
| IV.   | Old Business                                                                                                                                                                                                                                                                                                                                         |                                  |              |
|       | A. PLP Strategic Workshops/Findings                                                                                                                                                                                                                                                                                                                  | Hildreth                         | Attachment 2 |
|       | B. SVLS Fund Balance Update and Discussion                                                                                                                                                                                                                                                                                                           | Hildreth                         |              |
| V.    | Reports                                                                                                                                                                                                                                                                                                                                              |                                  |              |
|       | A. <i>Silicon Valley Reads</i>                                                                                                                                                                                                                                                                                                                       | Macek                            |              |
|       | B. PLP Executive Committee: Updates                                                                                                                                                                                                                                                                                                                  | Hildreth/Macek/Murphy/Ziesenhenn |              |
|       | C. Report of System Administration                                                                                                                                                                                                                                                                                                                   | Hildreth/Jackson                 |              |
| VI.   | Agenda Building and Selection of Next Meeting Date                                                                                                                                                                                                                                                                                                   |                                  |              |
| VII.  | Public Comment (Individuals are allowed three minutes, groups in attendance five minutes. It is a system policy to refer matters raised in this forum to staff for further investigation or action if appropriate. The Brown Act prohibits the Administrative Council from discussing or acting on any matter not agendaized pursuant to state law.) |                                  |              |
| VIII. | Announcements and Reports from Libraries                                                                                                                                                                                                                                                                                                             |                                  |              |
| IV.   | Adjournment                                                                                                                                                                                                                                                                                                                                          |                                  |              |



**Parking-** The parking lot entrance is just past the library. Additional parking is available between the library and the Cultural Center.

**Travel Instructions-**

**HIGHWAY 101 (North & South):** Take the Embarcadero Road West exit (northbound travelers turn left; southbound travelers turn right). Drive through three lights, and turn right on Newell at the fourth light. The library is the second building on the right, just past the Cultural Center.

**HIGHWAY 280 (North & South):** Take the Page Mill Road East exit (northbound travelers turn right; southbound travelers turn left). Page Mill becomes Oregon Expy after El Camino Real. Stay on Oregon, then turn left on Middlefield Road. Turn right on Embarcadero, and then left on Newell at the next light. The library is the second building on the right, just past the Cultural Center.

**CENTRAL EXPRESSWAY (North):** After San Antonio Road, Central becomes Alma. Turn right on Oregon Expressway, and then left on Middlefield Road. Turn right on Embarcadero, and then left on Newell at the next light. The library is the second building on the right, just past the Cultural Center.

**ALMA (South):** Turn left at the Embarcadero and proceed to Newell Road and turn left. The library is the second building on the right, past the Cultural Center.

**Public Transit-**

**Bus Routes:** Route 35 runs on Middlefield and stops at Embarcadero. Route 86 stops several blocks from the library at Embarcadero & Louis.

## SVLS Administrative Council Meeting

### Action Minutes

Friday, September 18, 2015

Santa Clara County Library District  
Library Services & Support Center  
Farrier Conference Room

#### Council:

Hilary Keith, Chair, Santa Clara City  
Rosanne Macek, Mountain View  
Nancy Howe, Santa Clara County Library District  
Monique leConge Ziesenhenné, Palo Alto  
Heidi Murphy, Los Gatos  
Patrick Sweeney, Sunnyvale

#### Staff:

Susan Hildreth, PLP/SVLS  
Terry Jackson, PLP/SVLS

- I. **Call to Order:** The meeting was called to order at 10:10 a.m. by Chair Hilary Keith.
- II. **Adoption of Agenda:** The agenda was approved as distributed. (M/S Ziesenhenné/Murphy)
- III. **Approval of the Minutes:** The minutes of the March 20, 2015 meeting were approved as distributed. (M/S Ziesenhenné/Murphy)
- IV. **New Business:**
  - A. **Report on SVLS Fund Balance:** The SVLS fund balance is \$181,881. The Directors discussed possible uses for the funds, including the purchase of an analytics tool or a p.r. campaign. They agreed to see what the results were from the upcoming PLP strategic planning process and to discuss it again at future meetings.
  - B. **Silicon Valley Reads:** Rosanne Macek reported that this year's selections would be announced this coming Sunday in the San Jose Mercury News. SVLS continues to fund this project with \$5,000 each year, taken from the fund balance, per an earlier Council action authorizing this yearly expenditure.
  - C. **Selection of new SVLS Vice-Chair:** Monique Ziesenhenné agreed to serve as the SVLS vice-chair.

## V. Reports

- A. **PLP Executive Committee Report:** The PLP Executive Committee met yesterday and Rosanne, Monique and Heidi Murphy were all in attendance. They shared that there would be a new Library Leadership Council and one also for mid or division managers, both beginning in 2016. There was interest in the “Simply E” product that will be out next year from the Executive Committee, and the SVLS Directors also expressed interest.
- B. **Report of System Administration:** Terry Jackson announced that The Re(a)d Zone grants had been awarded and that the PLP Innovation and Technology Opportunity Grant application process will be announced on Monday, September 21, 2015. This year, there will be a new category entitled PLP Replication Grants which will offer libraries an opportunity to replicate previously successful grants from the past four years. Susan Hildreth discussed the upcoming PLP strategic planning and goal setting workshops that should inform our work for the near future. She also mentioned the PLP “Let’s Get Acquainted” Orientation scheduled for Boards, Commissions, Friends, and Foundations to be held at the PLS/PLP offices on November 12, 2015.
- C. **Agenda Building:** The next meeting was set for Friday, January 29, 2016, and Monique offered to host it at the new Riconada Library (formerly the Main Library) in Palo Alto.
- D. **Public Comment:** No public comment.
- E. **Adjournment:** The meeting was adjourned at 11:57 a.m. (M/S Keith/Murphy)



Pacific Library Partnership  
**PLP Strategic Workshops | Findings**  
January 7, 2015

# Workshop Attendees Roster

## October 5, 2015 | Los Gatos Public Library

Cynthia Bojorquez	City of Salinas
Chris Brown	Santa Clara County Library District
Jean Chapin	Harrison Memorial Library
Carol Frost	Santa Clara County Library District
Jean Herriges	San Jose Public Library
Susan Hildreth	Pacific Library Partnership
Nancy Howe	Santa Clara County Library District
Terry Jackson	Pacific Library Partnership
Aleah Kropholler	Cabrillo College
Gail Mason	Santa Clara County Library District
Margaret Mayfield	Hartnell College
Heidi Murphy	Town of Los Gatos
Janis O'Driscoll	Santa Cruz Public Libraries
Georg Romero	Cabrillo College Library (MOBAC)
Laura Shea-Clark	Mountain View Public Library
Deb Sica	Alameda County Library
Paul Sims	Santa Clara City
Donna Truong	Pacific Library Partnership

## October 6, 2015 | Millbrae Library

Adam Elsholz	South San Francisco Public Library
Tom Fortin	San Mateo County Library
Ben Gomberg	Alameda County Library
Terry Jackson	Pacific Library Partnership
Michael Lambert	San Francisco Public Library
Paula MacKinnon	Califa
Bradley McCulley	Burlingame Public Library
Thomas McMahon	Burlingame Public Library
Ben Ocon	San Mateo Public Library
Valerie Sommer	South San Francisco Public Library
Tim Wallace	San Bruno Public Library

## October 7, 2015 | Oakland Public Library

Jane Chisaki	Alameda Free Library
Heidi Dolamore	San Jose Public Library
Gerry Garzon	Oakland Public Library
Daniel Hersh	Oakland Public Library
Susan Hildreth	Pacific Library Partnership
Nina Lindsay	Oakland Public Library
Renee Romanoff	Livermore Public Library
Monica Schultz	Peninsula Library System
Sandy Silva	Pleasanton Public Library
Monique Ziesenhenn	Palo Alto City Library

## Workshop Facilitators

Cheryl Gould, Fully Engaged Libraries and Sam McBane Mulford, Ideation Collaborative

January 7, 2015

To: Susan Hildreth, Chief Executive Officer, PLP  
Terry Jackson, PLP

From: Sam McBane Mulford, strategist, Ideation Collaborative  
Cheryl Gould, Learning Facilitator, Fully Engaged Libraries

**Re: Findings from PLP Strategic Workshops held October 5 – 7, 2015**

PLP invited leadership (or their designees) from each member library to participate in one of three workshops hosted by PLP in Los Gatos on October 5<sup>th</sup>, Millbrae on October 6<sup>th</sup>, and Oakland on October 7<sup>th</sup>, 2015. These workshops explored current needs and critical issues of members, as well as aspirations and opportunities for PLP to deliver higher value services as a CLSA System. Every workshop was facilitated in the same manner with the same agenda:

- Introduction
- Input and Conversations about the value of PLP membership
- Patterns and Themes around needs and aspirations
- Criteria around PLP decision making on investments and actions
- Identification, Conceptualization, and Valuation of Potential Initiatives
- Conclusion

*All work done in the workshops is in the section: PLP Strategic Workshops / Memorandum.*

### **Findings: Patterns and Themes**

The following themes emerged as potentially valuable arenas in which PLP could provide or facilitate higher value to member libraries:

- collaborating at a higher level to leverage members' expertise, experiences and achievements capitalizes on the value of innovation, both in nimble small libraries and large libraries' experience with scale
- developing communities through learning and education in diverse life literacies and 21st century skills to be successful in a rapidly changing environment
- innovation is both esteemed and expected in the region, and Libraries can be leading edge in their communities
- staff and professional development, training, and succession planning are issues at every member library; needs across libraries are extremely similar
- leveraging cooperative purchasing and negotiating power to extend member resources and build greater capacity for services and access to content
- demonstrating the value of PLP helps members communicate to elected officials and stakeholders the power of leveraging public funds to make a difference locally and regionally
- marketing public libraries on behalf of all libraries in the cooperative allows communities to understand and utilize the breadth of resources available to them

- developing evidence based strategies and quantitative and qualitative outcome and impact performance measurements are challenges across libraries

The high level findings revealed possible service ideas for PLP:

- coordinating development of staff functional competencies and baseline customer service expectations
- identifying desired staff, management and leadership skills and exploring how best to provide opportunities for professional development
- facilitating leverage of member expertise and strengths to system wide benefit through development of a sharing economy tool for communication and resource sharing
- developing criteria for PLP grant applications that will contribute to realizing initiatives of high priority to member libraries
- providing direct professional service to member libraries as well as access to consultant services through PLP service agreements
- facilitating development and implementation of initiatives generated through this process, and continually seeking new initiatives of value to members in the future

### ***Potential Initiatives***

Please note that this represents a qualitative assessment of priorities – not all initiatives were addressed in each workshop and survey respondents didn't have the benefit of in person conversations. The top 12 Initiatives from the Workshops and Survey include:

<b>Workshops Top 12</b>	<b>Survey Responses Top 12</b>
Staff Training and Professional Development	Staff Training and Professional Development
Knowledgebase and Document Repository	Shared eResource Platform
Regional to Local Needs Assessments	Partnering Beyond the Library Community
One Card	Regional and Local Needs Assessment
Data Analytics Platform	Future Library Organizational Model
Library Campaign and Branding Strategy	App Dev for Digital Environment
Shared eResource Platform	Data Analytics Platform
Models for Community Engagement	Models for Community Engagement
PLP Start-up of Complex / Expensive Activities and Services	Access to Professional Services
Access to Professional Expertise / Consultants	Resource Sharing (Reciprocal Borrowing, Unique Equipment)
Future Library Organizational Model	Individual, Family and Life Success Services
Shared Catalog / ILL	Knowledgebase and Document Repository

*Refer to the PLP Strategic Workshops | Memorandum after this section for more information and actual prioritization of initiatives.*



## Strategy

Potential strategies moving forward include:

- *Identify simpler initiatives that promise high impact across the system and organize their short term implementation* to demonstrate effectiveness of the system and value to member libraries
- *Assess feasibility of existing services and technology solutions that support initiatives* to minimize design and development costs and streamline implementation
- *Facilitate leadership teams from member libraries to develop the scope and breadth of more complex, highly prioritized initiatives* to establish project goals, budgets and schedules which can then be implemented once funding mechanisms are determined
- *Explore collaboration with other CLSA Systems* to develop systems, tools and resources in areas in which all have expressed high interest
  - Staff Training and Professional Development
  - Knowledgebase and Document Repository
  - Access to Consulting Services
  - Access to eResources
  - Shared Resources Reciprocal Borrowing
- *Be integral to the redefinition of purpose and roles for CLSA Systems* and other library services providers statewide

Prioritizing quick wins with visible impact relevant to most if not all libraries in the system will accomplish at least two things: provide solutions to real challenges for libraries and rapidly establish the value of the system and its membership. For example, collection development and acquisition of international language materials is a challenge for every library. PLP could facilitate this effort to take advantage of talent in individual libraries to keep each library from having to navigate the challenge alone.

Libraries often believe that customized solutions are necessary for their unique needs. Looking at platforms that deliver what's needed might result in faster outcomes for library customers. Knowledgebase and document repositories that also facilitate member communication and collaboration might be a simple selection of an existing platform that is customizable.

Creating leadership teams to further define the goals and scope of the initiatives that were conceptualized in the workshops will create clarity in the membership and help determine the cost effectiveness of pursuing an initiative. This effort will establish the funding required, the benefits realized, and ideally offer creative strategies for implementation that could include discovering opportunities to collaborate.

Strategic workshops have also been conducted by our facilitators with four other CLSA Systems: SCLC, Serra, 49-99 and NorthNet. SCLC in particular is a system with many of the same characteristics as PLP. A collaborative funding model for development of initiatives across five of the nine CLSA systems (the other CLSA systems may be interested as well) would be a strategic and sustainable approach to leveraging public funds to greater public good statewide. By sharing the reports from all five of the systems with the California State Library, CSL may decide to support public libraries across the state by investing in both service and operational initiatives



## PLP Strategic Workshops | Findings

that build greater capacity in libraries and their communities through the systems beyond current funding.

In our view, the current interest by the State Library to rediscover purpose, service models and funding in organizations that support libraries in California (Infopeople, Califa, CLA, etc.) is an opportunity to collaborate statewide to establish a strong network of highly effective service providers that collectively support libraries.

This memorandum contains the notes and work done by the groups at each workshop. Workshop agenda items included:

- Introduction
- Input and Conversations about the value of PLP membership
- Patterns and Themes around needs and aspirations
- Criteria around PLP decision making on investments and actions
- Identification, Conceptualization, and Valuation of Potential Initiatives
- Conclusion

**What's Exciting or Unique at Your Library?**

*Each workshop began with an exercise in quickly sharing what exciting and unique things were happening at each Library represented in the room.*

1. ACL - Book Bike – Words on Wheels is a huge success AND bike repair station at Main Library has Parks and Recreation talking about putting one at each community center; Published 2<sup>nd</sup> book by Literacy Learners
2. ACL - Kiosks - loaning out laptops and iPads; called “Tech it Out” (in library for now an exploring loaning laptops)
3. Alameda County Library Laptops and take it home (MIFI portable wifi)
4. BPL - Eureka Project around creating community interview podcasts, sharing stories of the entire Burlingame community and challenge the ‘only affluent’ perception. Ties to past project around Living History video interviews.
5. BPL - Scan project; Kodak Photo Scan, VHS > DVD, Cassette > CD
6. Cabrillo Community College - Mannequin (Flo) dressing for book display; Student Assistants
7. Califa - 2 grants: National Science Foundation (Dartmouth involved) for Rural STEM and National Oceanographic and Atmospheric Agency (NOAA) re: Climate Change
8. Califa - Proposal: IMLS w/ DPA, etc. Texas has e-platform and wants to build a national network; we’d like to use ENKI and NYPL’s work to create a solution for all libraries.
9. Carmel – Now have ACT department
10. Hartnell Community College - Open computer lab in the Library; Special Collections
11. Los Gatos - Library on the Lawn program, loaning blankets and Frisbees
12. LPL - STEM: Lending Robots
13. Mountain View Public Library - Leadership Mountain View; GIS Based approach to underserved
14. OPL - Grant for Toy lending library – community and media love it! Connect: read and play.
15. OPL - Grants: Drupal “Play @ Your Library” activities, rewards, badges around summer reading program

16. PACL - New libraries, new ways to use space; market segmentation
17. Pleasanton - Korean American Parents Association and Consulate General granted a collection of Korean materials AND sponsored a Korean Festival; Maybe a new Civic Center and Library
18. PLP - Booth at California League of Cities - major interest in Summer Lunch programs as Greg Lucas's keynote highlighted the program.
19. PLP - The work we're doing today through Wednesday
20. PLP and Califa - Grant from NOAA: Stem in Rural Libraries
21. PLS -CENIC Pilot - upgrading and testing; Live streaming Jazz Performance
22. Salinas Public Library - Launching mobile ice cream cart Library
23. San Jose Public Library - Open Bridge Library at Educare Pre-school
24. Santa Clara City Library - Paul Sims at the Library 1 month
25. Santa Clara County Library District - TechTool Bars, Baby Bib with 1<sup>st</sup> Card, 8 all staff trainings on 'Just Culture', Developed branded board book
26. Santa Cruz Public Library - Jail program (3 jails) – giving cards and checking out library materials (not just donated books)
27. SBL - Early stages: ESL Conversation Club. Once per week, fully off the ground in January
28. SFPL - ROI Study on Branch Library Improvement Program. Completed in 2014 and identified \$330 million in XX from 5 to 9\$ of ROI from each 1\$ invested. Study is available from SFPL.
29. SJPL - Mobile makerspace; Business/Employment + New Patent Center; Workforce Development; Strong partnerships with Schools with shared eBook collection
30. SMCL - Family literacy project with LENA Foundation in Colorado and other partners around the importance of children hearing 30,000 words per day. We use wearable tech (vests) to count the words at two branches (East Palo Alto and Half Moon Bay)
31. SMPL - Plasma screen in lobby shows green features and energy savings - "Solar Panel Kiosk"
32. SSFPL - Community Learning Center, focused on adult literacy and provides programs for children of learners (grant funded with laptops for each child)
33. SSFPL - STEAM! Robots, drones, makerspaces, etc. Doing a Strategic Plan and developing significant insights into our community and how we can serve the better.

### What Value Should PLP Provide?

**I have always wished PLP could...** *Participants were able to contribute their thoughts anonymously to ensure candor. All responses were read aloud in the workshop.*

1. Increase its membership diversity, with more academic and special library members
2. Have meetings in various locations in the PLP districts. Most are too far for me. Thank you for doing that this time!
3. I have wished PLP could share best practices among members more effectively and consistently
4. Have regional meet-ups for technology, reference, tech services, etc.
5. Better way to share best practices, and more than just reference
6. Help create a more diverse, skilled work force
7. More attendance is always a good ideation collaborative
8. Provide grant writing assistance
9. Come to each member location so more staff are involved
10. Have enough funding for all our programs
11. Develop shared competencies and provide staff training programs around those (particularly for temp/hourlies shared by many libraries)
12. Develop one library card for all systems - because the public doesn't know the difference
13. Be more inclusive with strategic and leadership development at the regional level
14. Develop a series of leadership/management development that balanced creativity / new ideas with practical aspects of project management and communication
15. Provide networking opportunities for middle managers
16. Member library tours
17. Public educational tools for collection development (help with weeding controversies)
18. One library card, one shared delivery, one super marketing campaign
19. Invest state funding in greater resource sharing among PLP members
20. Coordinate world language materials acquisition and cataloging for member libraries w/out the expertise
21. use CLSA funds collaboratively to negotiate access to resources - at a reduced rate (get more as a group than an individual)
22. build apps
23. resource sharing
24. tech, equipment
25. STAFF - database
26. programming and assessment
27. marketing / advertising - radio, TV and graphic design
28. organize a state-wide project with big impact. An obvious in your face "libraries are great" to the public in general. Unfortunately, the small, local projects don't always shout as loud.
29. provide support to libraries / library systems under fire for weeding collections (e.g. Alameda County Library, Berkeley Public Library). This could be in the form of public education on the necessity of keeping collections relevant and current for their communities. Might be a P.R.
30. have a clearly defined role

31. foster continuing education and development
32. take control of marketing libraries out of our hands so we can focus on more important things
33. better explain what it does and how it assists all libraries in the cooperative
34. provide more consulting services to its members
35. continue to see innovation through grants and continue to support staff development
36. hold a regional conference
37. hold informal staff exchanges
38. do more of everything they are currently doing
39. assist in the acquisition and cataloging of international language materials
40. continue to offer staff development opportunities and grant opportunities even if we don't take advantage ourselves
41. help my library replicate projects done by others in PLP
42. explain to all levels of staff - PLP vs PLS vs Califa
43. consult with subject matter experts before spending \$ on group purchases
44. help establish a universal library card for all PLP libraries (or all CA libraries)
45. have a more useful website
46. generate more connections and professional development / leadership opportunities within youth services
47. fund processes we all do (e.g. foreign language cataloging)
48. fund higher cost tech pilot projects
49. share patrons (one library card)
50. communicate best practices among members more effectively
51. help with marketing the value of all our libraries (yes, we tried - need to try again)
52. make delivery more ubiquitous and cheaper

*The following questions were asked of all participants, and each was able to use as many sticky notes as needed to represent all of their ideas. The notes were then posted by participants to one of three flip charts titled 'Services', 'Tools and Technologies', and 'Skills and Behaviors'. The notes were eventually grouped together to show confluence in thinking within each topic. All notes from all sessions are represented (including duplicates) and have been organized here under topic categories.*

**Are there services you'd like to provide your current, future or untapped customers?**

**Access (Mobile, Lending Beyond Books, Extending Services, Experiences and Collections)**

1. "Taco Truck" mobile service
2. Mobile programming
3. Mobile technology vans
4. Mobile library services
5. Mobile literacy services in parks
6. 24/7 service
7. Offer library services 7 days a week and full days on weekends
8. Longer library hours
9. Offsite services
10. Amnesty program
11. No fines, no fees, No punitive rules
12. No wrong door County services
13. No residence requirements
14. Automatic library card holder-ship tied to school enrollment and taxes (since taxes pay our special funds)
15. Bike Share (operated by library card)
16. More bike mobiles
17. CalFresh Covered CA (station > year round)
18. Day care for parenting classes
19. Fine-free children's cards
20. Offer expanded school resources and services – website, visits in library/to classes, collections, library in a box, etc.
21. Literacy services for daycare workers
22. Home delivery (delivery drones!)
23. Home delivery / mail of material equivalent to Amazon
24. Homebound delivery
25. Universal community WiFi
26. More lending of non-traditional items
27. Art lending (City's public art collection)
28. Hot spot lending
29. Hot spot lending
30. Wifi hotspots
31. Lend hotspots and laptops and iPads
32. Device checkouts like laptops to take home
33. Tablet / laptop checkout
34. Checkout of tablets and/or mobile devices
35. Library of things and people

36. Circulate the internet
37. Cooking tools and equipment to checkout
38. Lending Library of Mobile Maker Spaces
39. Help with a grant to fund a mobile maker lab for PLP libraries
40. Technology lending service
41. Tool lending
42. Toy Lending
43. Toy lending
44. Seed library
45. Sheet music database
46. Recruitment of culturally diverse staff
47. Provide library service to our campuses in King City and Alisal (librarian visits)
48. Add additional world languages to the collection
49. More foreign language online resources (direct from countries)
50. More / better international language materials
51. New Formats (lending)
52. Outreach services
53. Services that evolve from community input from all areas
54. After Hours 20-30 Something
55. Bike around to visit libraries – race or self-guided
56. Coding hacks and classes
57. Concert series
58. Demo kitchen
59. Effective, evidence based summer reading program
60. Finals Week: de-stress evenings
61. Finals Week: popular class study sessions
62. Establish a cultural night i.e. First Fridays, Nerd Night, and library participants
63. Facilitating community discussions on controversial topics
64. Healthy eating talks for youth
65. High Quality Adult Programming
66. Local Faculty/Author Discussion Nights
67. Live stream with NASA
68. Tween-specific space and programs
69. Programs
70. More interactive learning initiatives
71. Science activities for kids
72. Storytime for older children

### **Equity**

73. Address structural racism in libraries
74. Equitable access to eBooks and pBooks
75. More funding for material budget
76. More city support for some libraries
77. More focus on underserved / unserved
78. Useful, inclusive services to people without homes
79. Services for the Homeless



### Resources and Expertise

80. Career assessment / testing for middle and high school age so they start thinking earlier – more access to a limited, costly service
81. Cell phone chargers
82. New American Immigration Services
83. Citizenship Classes
84. Citizenship classes and immigration information
85. ESL classes at elementary schools for parents
86. ESL Conversation classes
87. More ESL classes
88. Voter registration
89. Voter registration
90. Be a better community resource for disaster response
91. Do more to help people become employable
92. Localized job training in high demand areas
93. Small Business start-up support
94. Co-working spaces
95. Specific services to small and one-person businesses
96. Guidance on self-publishing
97. Have more eBooks
98. Help community understand and use 'open data'
99. Prepper Classes
100. Homework Help and Tutoring
101. Video instruction on core information research topics
102. Offer checkout of digital textbooks
103. Training for child providers
104. Training for early educators
105. Flu shots and immunization
106. Marketing: Libraries Transform
107. Mental health support
108. Mental health training sessions
109. Tech/maker instruction

### Digitization Initiatives

110. A renewed historical digitization project
111. Centralized archival scanning for historical collections
112. Digitize historical bound newspapers
113. Historical photo application – free
114. Ways to manage family or local history collection (digitization)
115. Record community stories (w/audience) and (also on website)

### Library Technology and Facilities

116. Access to amazing technology with handholding
117. App for patron self check
118. Digital Lab
119. Digital media lab

120. Collectively we power to develop software to meet our libraries' needs
121. Computer lab space (dedicated)
122. eBook download kiosks
123. Single eBook app
124. One eBook platform with one-click content
125. Streamlined eBook access
126. Maker Space
127. Maker Spaces
128. Maker space
129. Adult makerspaces
130. Projectors in study rooms
131. Targeted library vending machines
132. Professional level tech
133. Online streaming video
134. A new Main Library for SSF!
135. Community spaces
136. New facilities
137. More public meeting space
138. Meeting room
139. Meeting space
140. Meeting spaces
141. Provide more types of study spaces to students (more group study rooms, more quiet study space)
142. Space planning for next generation tech
143. Staff-up support (space, resources)

### **Capacity Building: Partnerships, Alliances, and Volunteerism**

144. Formalize partnership with SFUSD - deepen ties with schools
145. More networking with community organizations
146. Identify a good model for partnering with Parks and Recreation
147. Staff training to support Rec/Library programming
148. Work externally with community orgs to support info needs
149. Improved volunteer use and experience
150. Innovative service model
151. Library cards specifically for teachers
152. Sister City / Literacy activities – cultural exchange
153. Partnerships
154. Position library as resource to other city/county departments
155. Tap into community professionals
156. Provide resources to community groups to help them succeed
157. Not for profit support (grant writing resources)
158. Translation services for community members, flyers, etc.
159. More library outreach with students as ambassadors?
160. Networking and outreach
161. Services in conjunction with colleges that support careers

### Potential System-wide Benefits

162. All invest in Community Analytics and share information
163. Community engagement – understanding customers, surveys, focus groups, market segments
164. Coordinate language purchases and cataloging
165. Vetted list of reliable foreign language vendors and/or list of recommended titles from that country
166. Shared language selection and collection development
167. Multilanguage selection and cataloging
168. Multiple language cataloging
169. Research foreign language cataloging vendors to potentially begin FY 2016-17
170. Start exploring collaboration on purchasing and cataloging of non-English materials
171. Dedicated library tax statewide
172. Expand SMCL model for Summer Learning
173. Greater understanding of library services (targeted marketing)
174. Maximize statewide potential power we have for libraries
175. Menu of services for unincorporated areas. To know what these should look like.
176. More marketing to non-library users
177. Offer database or eBook collections at no cost to member libraries
178. Purchase sample collection of special items to allow libraries to practice lending things, i.e. robots, iPads, and toys
179. Send someone to our Library Board and/or Friends
180. Susan Hildreth traveling/speaking tour – bring work from Aspen Institute to local community stakeholders

### What Quick / Immediate Things Could PLP Do?

1. Staff Development opportunities
2. Design thinking training
3. Continuing education workshops: early career, mid career, supervisory
4. Shared hourly pool
5. Customer Service Training
6. Identify non-library continuing education opportunities
7. Highlight relevant trends in other industries
8. Start conversations and trainings on cultural diversity and unpacking white privilege in our profession
9. Consider developing temporary employee pool
10. Offer joint staff workshops
11. Customer Service workshop
12. Train the trainer for PLP representative staff
13. More shared resources
14. Start-up \$
15. Grant templates
16. Scale duplicate Innovation Grants
17. Blank checks
18. Duplicate projects across the board (PLP grants)
19. Give us \$ w/ moot grant process
20. Spread tech \$ equitably in the region
21. Participate in Library Simplified
22. Beta site for eBook NYPL
23. 1 app for all eBook platforms
24. Leverage ENKI success to move us towards universal platforms
25. Reinstitute 'Easy Grants'
26. Monthly newsletter of new things each Library member is trying – a sample to keep us stretching
27. Established video participation centers (places with technology for remote attendance)
28. Create way to share best practices
29. Consultant recommendations site
30. Fully developed programming database
31. Furniture / equipment recommendations and ideas
32. Annual gatherings for staff (and local officials) w/ poster sessions – show and tell
33. Regional Conference
34. Have a presence at other professional conferences (i.e. League of California Cities)
35. Communication tools to share experiences
36. Create a wiki or place of all of us to upload our training materials (could be customer service, technical, etc.)
37. Email listserves for specific topics / groups (e.g. branch managers, storytimes)
38. Networking for specific groups (e.g. Tech Services, Managers)
39. Local networking Meet-ups
40. Have PLP tracks for Clerks, Librarians, and Managers to look at a cross section of organizational challenges

41. Create one vision to work on as a group (e.g. every kindergartner has a library card) – creates regional leverage
42. General marketing support
43. Share PR among members
44. Regional PSA for libraries
45. Supply 'branding' materials around universal library themes – e.g. National Library Week, etc., Children's BookWeek, etc.
46. Use Libraries Transform (ALA Campaign) for system PR
47. Presentation on PLP – what can it currently offer?
48. Come out to each Library and explain PLP services
49. Get info out to whole library community about what PLP and Califa do and where they're heading
50. Shared analytics tool
51. Pool CLSA money for discounted service e.g. Analytics on Demand
52. Universal Library Card
53. AV assessment to help Libraries upgrade public meeting spaces for streaming programs
54. Going beyond market segmentation and developing a plan/projects to utilize this information for all member PLP libraries
55. Regional branding campaign
56. Marketing International Language materials
57. Foreign language collection \$\$
58. International Collection 'Listserv'
59. Review need for committees by interest, geography, etc.
60. Continue improving the PLP website
61. New PLP website function
62. More robust website (member input for ideas?)
63. Enhance PLP website
64. Establish PAC to work on living wage for our lowest paid workers region wide – or a community to support an existing PAC
65. Programs sharing site
66. Tech committee
67. Arrange for a "staff exchange" – staff spend a day at another library to learn how they do things
68. Share best practices from PLP-like organizations in other states
69. Inform / teach us about national projects like Library Simplified
70. More meetings in Los Gatos

### **What do you want now to help staff serve customers?**

1. Leadership
2. More staff specialties, more leadership tracks not tied to MLIS... new expertise
3. Behavior (Behave!)
4. Customer service
5. Customer service refreshers
6. Lean library management / process
7. Design thinking
8. Staff who speak languages other than English

9. Skills and Education
10. Staff taking ownership
11. Embrace core values
12. Getting staff to buy in to continuing education
13. Elevator pitch training
14. More job flexibility to do innovative things
15. Less concern about 'out of classification' work
16. Project management training
17. Professional development / training
18. Ability to let go of ineffective processes / programs
19. Teaching managers what it means to be a manager
20. Accountability at a regional or statewide level i.e. competencies and CEUs
21. Clear direction from executive management
22. Autonomy to get the job done – be brave and let them work
23. Customer Service training
24. Mentors
25. Opportunity to network with other library staff members
26. Bigger training budget
27. Customer service training
28. Mental health training
29. Workforce and development and technology curriculum
30. Train for a proactive delivery model
31. Additional staffing tied to positive outcomes
32. Imbue culture of innovation in staff
33. Reward risk taking
34. Less cumbersome hiring and purchasing processes
35. Better ways to recognize and reward outstanding work
36. Staff exchange program between libraries
37. Local IT people with technical expertise
38. Understanding that service goes beyond checking out materials
39. Reimagining customer service
40. More training resources
41. Train intentionally current staff in cultural diversity
42. True cultural awareness training (not corporate out of box)
43. Online training platform specific to us
44. More \$
45. Core competencies (basics everyone knows!)
46. Options for engagement
47. Mentoring
48. Improved internal communication channels
49. World languages
50. Updated job descriptions
51. More staff (bodies)
52. Living wage for lower paid employees and benefits
53. Attend conferences not related to libraries
54. Leadership circle

55. Design thinking training and practice
56. Staff peer mentoring and 1:1 time
57. Facilities assistance (program set up)
58. More \$ for grants to develop staff / self
59. Time to plan, time to create
60. Fulltime\* over part time
61. Foreign language and cataloging
62. Give staff the freedom to stop doing ineffective work
63. Customer service training, from retail and hospitality sector
64. Supervisory / team leadership training
65. Time for non-professional classified staff to attend professional development training
66. More staff
67. Technology
68. More time to practice with eReaders
69. iPads for staff
70. eBook training
71. Tech/Computer 101 training
72. Public service technology
73. Outside library technology
74. Technology
75. Technology training
76. Better training for technology challenged
77. Makerspace equipment training
78. Mobile technology (iPads, laptops)
79. Innovative app for Sierra
80. Computer skills training
81. Support and training for being technologically nimble
82. Training for eBook downloading – make it a core competency
83. IT / Tech training for effective troubleshooting
84. Regional marketing – big push
85. Marketing
86. Marketing
87. T-shirts for outreach – brand ourselves in the community
88. Unlock vendor silos... universal delivery for eBooks and electronic resources
89. Better vendor pricing for databases
90. Centralizing automation to give staff more creative time
91. More collaboration with other libraries
92. Fines
93. Spaces
94. Funding
95. Operational support
96. Dealing with difficult patrons training
97. Language intro classes for library use
98. PLP mental health resources and consultant
99. Training re: systems and reward learning
100. Mini foreign language classes – key phrases

### What's a pie in the sky thing you'd like to have for your Library or in your staff?

1. Social media mastery (dedicated job)
2. Customer profiles with tech. personalization algorithm
3. Regional market segmentation (across jurisdictions)
4. True consortium partnership
5. Resident artists and scientists
6. More efficient materials delivery
7. More time for outreach
8. Address inequities between local library services; reciprocal borrowing
9. Focus on 1 priority – 3rd grade reading
10. 1 Bay Area library card
11. Uniform library card – Bay Area
12. Bay Area Library card
13. One Card
14. One target theme – e.g. grade level reading
15. Every line staff knows what PLP does - PLP Community Building
16. eBook Vendor/Publisher Advocacy
17. One catalog
18. Unified PLP-wide ILL
19. Pool of roving presenters (lectures, poetry, readers)
20. Marketing regional that puts “Library” top of mind even for a week
21. Marketing templates
22. Monthly library-themed shared marketing
23. Centralized temp pool
24. PLP staff resource on capital projects
25. Centralized training
26. Shared programming resources
27. Seamless resource sharing
28. Shared Mental Health resources
29. Universal e-books
30. PLP resource list (aka Craig’s List)
31. What are better measures to demonstrate library success and value?
32. More efficient delivery, including mail
33. One card
34. Shared catalog
35. Shared auditor to help us collectively look at staffing models at each system
36. Did you know campaign... modern library defined
37. Accessibility to PLP (for all staff)
38. Hire consultant to examine feasibility of universal library card (it’ a first step :-)
39. Networking event – need a group to figure out details
40. Universal leadership training
41. Shared language, graphics and measurement standards for annual reports that argue for our value
42. Shared temp staff with high level customer service values
43. Multiple languages spoken
44. All staff speak a second language



45. Greater involvement of staff in labor exercising leadership
46. Risk taking: management on down
47. Skills database
48. Staff can work around system rather than at 1 location
49. Professional level skill sets outside of library work
50. Nimble up level work
51. Always creative and open to expanded services
52. Yes, And attitude; openness to change
53. Unlimited enthusiasm and passion
54. Well rounded staff expertise in various areas, less specialization
55. Know exactly what motivates every employee
56. 24/7 staff availability
57. Time and permission to make things happen in the community with partnerships
58. Restorative Justice Circles
59. Social Worker
60. Social Worker
61. Daily ice cream breaks
62. Less silos in organization
63. Have library pages become benefitted employees
64. Staffing structure w/ less barriers to well paid work in libraries
65. More staff
66. FT, IT Librarian for all public computers and lab
67. Staff comfort level with being technologically nimble
68. Tech skill building comfort
69. Benefits for all
70. App developer
71. One manager per location
72. Eliminate cap on services as needed annual hours
73. Regular tech/library staff meet ups – discussions
74. Staff deployment department
75. Staff Development Officer
76. Dedicated staff for Library IT – not dependent upon City IT
77. For staff to believe in the people we're serving more than than the things we serve them with
78. Staff feel they have a meaningful contribution no matter their position
79. Software developer
80. Computer programmers
81. High end programmer
82. Research and evaluation data guru
83. Grant writer
84. More project manager positions
85. Founder of Disney LL
86. More language skills
87. Multilingual
88. Customer service trainer
89. Dedicated training staff

90. Ability / training to work effectively in teams
91. Un-siloed teamwork approach; no tech vs. public or youth vs. adult
92. Staff understand / articulate library mission
93. Tech trainer experience
94. Culturally diverse workforce
95. eServices coordinator
96. GIS specialist

### ***Shared Meaning***

**How do we define 'Resource Sharing' 10.05 and 10.06.15 in Los Gatos and Millbrae**

- Local efforts are available regionally
- Seamless services
- 2/3 > sharing one
- Knowledge and expertise sharing
- System wide 'catalog' of language expertise
- Pages / Clerks work at multiple libraries
- Values, customer service, etc. (Region doesn't recognize library jurisdictional boundaries)
- Share concepts, challenges, values, like roles
- Purchasing power (order/distribute)
- Best practices knowledgebase and broadcasting
- Shared card, catalog, Staff on call
- Create a universal set of member needs
- Mental health resources / services
- Reduce cost and/or greater collective funding
- Ability to maintain currency of ideas, investment
- Content: Bay Area Events (Rights) Could PLP negotiate?
- ILL
- Can we... Link + for all PLP (like TBR)
- Regional delivery
- Reinvent (previous CLSA \$) Services for region and support risk for new initiatives
- Stockphoto database, etc., to simplify marketing
- Sharing materials throughout systems
- Staff
- TBR
- Marketplace: bartered services and even entrepreneurial services
- Cooperative purchasing (databases)
- Formalizing expertise sharing
- Statewide ILS
- Statewide library card
- Statewide Link Plus
- Developing tools / infrastructure for resource sharing

- ENKI for video, music, magazines
- Traveling exhibitions: program in a box
- Self driving PLP bus
- Library YouTube channel
- User generated content
- Minimum threshold for public library services PLP (state?) wide

### ***How do we define Communication (and Delivery)?***

*10.05 and 10.06.15 in Los Gatos and Millbrae*

- Where is CLA as voice for state (and libraries, cooperatives, etc.)? (coming from Texas with a strong LA)
- Effective listserves to receive pertinent information and seek out... (SKOPIC as example – social media)
- Internet Pipelines (Individual libraries)
- PLP “Identity” – supporting libraries (nuts/bolts of functionality – unique voice because of CLSA)
- State level communication about libraries
- Training (Best Practices: Lib Services)
- Advertising (PR, Mktg, TV, Radio, Online, Building awareness, branding)
- Convening / bringing people together through conferences (i.e. The CSL Director Conference)
- Delivery of resources across multi-type libraries
- Market segmentation (demography, lifestyle and lifestage) as foundation for channels and messages used in marketing services
- Network costs, upgrading communication infrastructure
- PLP literal communication with members (equipment, etc. to support streaming online meetings, recording and archiving for viewing, etc.)
- Digitization

### ***10.07.15 Oakland – In Oakland, definitions for ‘communication and delivery’ and ‘resource sharing’ were consolidated by the group***

- 2 aspects: cooperative gets info out to libraries AND members both get and share information
- No deliberate education around library organizations and processes
  - Educate new professionals to support intelligent work and harness collective knowledgebase
  - As funding changes, priorities change
- Even more basic – institutional knowledge
- Susan Hildreth: has 1 page history of CLSA to share
  - only element of CLSA currently funded
  - Geography affects delivery, especially in rural areas
  - How to support e-delivery
  - Outsource delivery (physical?)

- Way to leverage CENIC libraries to offer training on infrastructure
- Other consortia in local, regional, national ecosystem
- AND educational systems – Universities and Community Colleges
- CSUs moving to unified ILS – If we had unified, state-wide ILS... (interpretation of regulations – re: if 3 or more libraries share a subscription to an eResource, CLSA funds can be used...and any training must be related)
- CLSA Funding...PLP – want to leverage all our resources AND have the capacity to go beyond
- 20<sup>th</sup> Century ‘Stuff’ and 21<sup>st</sup> Century ‘eResources’; space – expertise – knowledge + stuff (customer expectations)
- Identify and manage expertise (catalog)
- Acquisition / Cataloging Languages
- Communicating externally with municipalities i.e., Edge Initiative and Broadband stuff of CSL
- If resource sharing equals people, maybe we figure out a time banking system or a bartering system. (Palo Alto MF has “Linkages” = Time bank)
- When speaking, it would be useful to have talking points.

### ***Patterns and Themes***

*After individual input and group conversations, the facilitators asked participants to review the flip charts and post it notes to identify any emerging patterns or themes. This list represents all comments made in the three workshops.*

- Simple things seem hard (one card)
- Tapping collective knowledge and skills
- Power of taking 1 thing (one super initiative – super theme)
- Libraries struggle with the same problems (like one card, kbase) – collaborative solutions / access to professionals (bitcoin)
- Core competencies
- Lack of theme: \$
- Different staff development / training – looking for experiences to share
- Metrics and value proposition (analytics)
- Connecting work of libraries to do real world work (Library role and coordination = intentional)
- Looking at service development
- Shared communication via PLP
- Leverage information, ideas, best practices to create bigger impacts
- PLP – reducing costs to free resources
- Convening – face : face sharing
  - prioritization by each library (notes)
  - PLP to re-engage (different interest areas)
  - PLP time at Conference
- PLP: Needs Assessment
- Messaging – PLP owns

- Capture learning, not doing relearning
- Organizational capacity
- Shared marketing
- PLP identity is... unclear (and confusing since same people are involved in Califa, PLS, etc., understanding value)
- Staff training / development (core competencies and new skills)
- Replicate success of Discover and Go (build upon grant funded successes and sustain their impact)
- Evidence based strategies and actions (lessons learned)
- Convening: Future of Libraries, etc. with archive
- Facilitating the Sharing Economy between member libraries
- PLP as Catalyst of Innovation; fostered in structured manner through an innovation academy
- Statewide access to resources
- Library Campaign - that simple and BIG (advertising is different, we are the opposite of CoCa Cola, brand experience)
- Strategy (R/D, Innovation, Trends, Local discourse and local interpretation)
- PLP role is to support what libraries want to do, not to dictate (lending, international languages, etc.)
- Strong desire for innovation. Libraries should be the leading edge. There are obstacles ... i.e., physical.
- Value and need for expertise: IT/ Social Work/Staff development/ Grants There's a need for more expertise. Maybe there are resource sharing ways to do this.
- We're trying to be a lot of things to a lot of people. Maybe if we could narrow our focus on fewer issues, we might be able to go farther. Probably disparate opinions on what to focus on.
- Working on International Languages support –probably a regional approach would be good.
- Objectives: tech skills, diversity, professional development (mobile)
- Professional Development – look at this through resource sharing lens. Staff will move among systems so it's an investment into the PLP region. Staff we'll hire 3 years from now.
- Having access to computer programming or system programming resources. Having that kind of service or expertise could help at the individual and the system level.
- Topical – makerspaces and how can we use capacity of PLP to support the whole system.
- Program and service templates in a repository.
- Knowledgebase and document repository. Best practices, job descriptions, RFP's, programs,
- Systems/org structures need to be looked at to support for innovation. Maybe support for expertise to design structure and develop/hire staff (and leadership development.)
- Aging of profession, succession planning. What skills/staff do we need? Open doors more widely.

## ***Member Criteria for PLP Decision Making on Investments and Actions***

*At each workshop participants generated a list of potential criteria that PLP leadership should consider in deciding which initiatives to pursue. Each participant was invited to identify their priorities by voting with 'stars'.*

### *10.05.15 Los Gatos*

- (15★) Good for collective (holistic, could not on our own like CENIC)
- (13★) Tangible and measurable (outcomes, impacts and ROI)
- (12★) Leveraging one-time effort to great benefit long term
- (9★) Strategic (political, etc.)
- (7★) Menus to offer options
- (7★) Consistent with PLP Mission and Role
- (5★) Systems approach (issue specific / multiple strategies across spectrum)
- (5★) Growth areas vs Shrinking, Legacy, Fills a Need, Stale
- (4★) Sustainability of initiative(s)
- (2★) Ease of Implementation
- (2★) Creative commons / licensing within PLP
- (1★) Useful to multiple libraries / types (can be exclusive)
- (1★) Regional relevance
- (0★) Timeline/Schedule
- (0★) Participatory – member staff opportunities
- (0★) For Consideration: innovation quotient and scale beyond / within PLP
- (0★) Cost \$

### *10.06.15 Millbrae*

- (6★) Measureable outcomes
- (4★) Bang for buck
- (3★) Value of effort (funders, stakeholders i.e. officials, cities)
- (3★) Member accessibility (tangible)
- (3★) Costs
- (2★) Menu options / a la carte
- (2★) Established process? Should be one.
- (2★) One-time vs. Ongoing Need
- (1★) Transparent decision-making
- (1★) Implementation
- (0★) Reasonable amount of time
- (0★) Quick, easy win on low hanging fruit
- (0★) Opt-in / out – Pay to play

### *10.07.15 Oakland*

- (6★) Is it Feasible?
- (6★) Can we fund it?
- (5★) Visibility (funders, political, staff, community)
- (4★) Equity; targeting greatest need and inclusive of rural libraries

- (3 ★) Does it move the profession forward
- (2 ★) Is it sustainable?
- (2 ★) Benefits more versus less
- (1 ★) Measureable success
- (1 ★) Match PLP's strengths
- (1 ★) Is it fun? Is ice cream involved?
- (1 ★) Is it Clear?

## ***Potential Initiatives Explored in Workshops***

*From the work done thus far, a number of potential initiatives were identified within each workshop. Any initiatives struck out were not addressed in depth in the workshop for one of the following reasons:*

- *grouped with another another initiative*
- *determined to be of minor interest to the group*
- *in later workshops, the initiative was addressed in previous workshops which made room for exploration of new ideas*

*For each initiative identified for further exploration, small groups within each workshop were assigned one or more initiatives to discuss and capture pros, cons, and questions. Each small group then reported out their discussions, which included any assumptions about the scope of the initiative. The larger group then was able to add additional pros, cons, and questions to the flipchart. Once all initiatives were discussed, each participant received adhesive dots which they could 'spend' by placing them on the flipcharts to show their support of the initiative. Initiatives explored in each workshop are presented in chronological order, below.*

### ***10.05.15 Los Gatos***

1. (20 ★) Training and Staff / Professional Development
2. (18 ★) Knowledgebase and Document Repository (expertise, best practices, sample documents – just in time and historical)
3. (18 ★) Regional to Local Needs Assessments (Community analytics, similarities, differences with metrics and value propositions)
4. (14 ★) One Card
5. (7 ★) Shared eResource Platform
6. (7 ★) Shared Catalog / ILL
7. (3 ★) Individual/Family Life Success Services (child, student, parent, adult, workforce)
8. (2 ★) Resource Sharing (reciprocal borrowing, equipment)
9. (1 ★) Collaborative Services Development
- ~~10. Immigration, ESL, and Citizenship Services~~
- ~~11. Metrics and Value Propositions (and universal reporting: CSL)~~
- ~~12. Collaborative Collection Development (N-CA Digital Library)~~

### ***10.06.17 Millbrae***

1. (11 ★) Staff training / development (value: grants, conferences, training)
2. (10 ★) Library campaign (advertise) / Branding, strategy (invitation / value statement)



3. (6 ★) Knowledgebase (KM) to facilitate sharing economy (and become infrastructure to other initiatives)
4. (6 ★) Access to Professional Expertise / Consultants
5. (2 ★) PLP Seamless Services w/ Baseline (core services and patron experience) + community specific defined services and experiences
6. (1 ★) Partnering Beyond Library community (externally i.e. Cenic project) Transformative infrastructure
7. ~~Facilitating Cooperation / Collaboration~~
8. ~~Grant Writing (larger grants that might include more libraries within PLP i.e. Big Lift in SMC and SSF)~~

### 10.17.15 Oakland

1. (11 ★) Platform for data collection and reporting for programs and services (like Collection HQ analysis)
2. (7 ★) PLP Start-up of Complex / Expensive Activities and Services (Prototypes / packages, Economy of scale – model, Program templates)
3. (7 ★) Models for Community Engagement (skills, expertise, asset mapping)
4. (6 ★) Future Library Organizational Model
5. (3 ★) Application Development in support of All Things Digital activities
6. (2 ★) Building Collaborative Capacity (skills, structure)
7. ~~One Card for PLP (and children's card)~~
8. ~~Foreign Language (Collection development and management)~~
9. ~~Knowledgebase and Document Repository~~
10. ~~Temporary / on Call Staff Pool~~
11. ~~eBooks platform – shared discovery platform~~
12. ~~PR / Marketing / Publicity (with Market Research)~~

All flipchart photos can be downloaded from this link:

<https://www.dropbox.com/sh/rhsspk6jawgvode/AACUL4rR0xX9USbNjP6C50t7a?dl=0>



10.05.15 / Los Gatos

## A. TRAINING + PROF DEVELOPMENT

PRO	CON
<ul style="list-style-type: none"> <li>- Time Saving</li> <li>- Cost Saving</li> <li>- Best Practices</li> <li>- Shared Values</li> <li>- Advantage of regional Subject Matter experts</li> </ul>	<ul style="list-style-type: none"> <li>- Geographic spread</li> <li>- Not Specific to individual library needs.</li> <li>- Cost to implement</li> <li>- NEEDS CHANGE / CONSTANT EVALUATION</li> </ul>

Does PLP contract for it, or self-generated?   
 Online or On ground?   
 SCALABILITY -   
 SYSTEMS APPROACH TO T&D

## B. KNOWLEDGE BASE & DOCUMENT REPOSITORY

PROS	CONS
<ul style="list-style-type: none"> <li>• CONSISTENT w/ MISSION</li> <li>• SHARING INFO</li> <li>• LABOR/TIME SAVING</li> <li>• LEVERAGING INDIVIDUAL EXPERIENCE</li> <li>• CONSISTENCY ACROSS PLP/TIME</li> <li>• SINGLE DESTINATION REPOSITORY</li> <li>• TOOL FOR FOSTERING PARTICIPATION</li> <li>• POTENTIAL REVENUE SOURCE</li> </ul>	<ul style="list-style-type: none"> <li>• MAINTENANCE</li> <li>• LICENSING</li> <li>• IDENTIFYING OWNERSHIP</li> </ul>

USABILITY, CHAMPIONING, STAFF AWARENESS, PARTNERSHIP / WEB TO ACTION

## C. ONE CARD

ONE CARD ACROSS PLP, ALL LIBRARY TYPES, STATEWIDE

PRO	CON
<ol style="list-style-type: none"> <li>1. GOOD FOR CUSTOMERS</li> <li>2. UNIVERSAL ACCESS</li> <li>3. LEVERAGING AVAILABLE RESOURCES</li> <li>4. ONE CARD FOR EVERYTHING</li> <li>5. MODELS TO LOOK AT TO DEVELOP OURS</li> <li>6. GOVERNOR IS IN FAVOR</li> </ol>	<ol style="list-style-type: none"> <li>1. MULTIPLE DATABASES</li> <li>2. TIME, MONEY, EFFORT &amp; GOODWILL INVESTMENT</li> <li>3. SOME LIBRARIES WOULDN'T WANT TO/BE ABLE TO GIVE ACCESS</li> <li>4. MULTIPLE LOAN RULES</li> <li>5. RETURNED MATERIALS - WHERE?</li> </ol>

QUESTIONS:

- 1) HOW WOULD E-RESOURCES BE HANDLED?
- 2) HOW WOULD SERVICES LIKE BOOPSI WORK?
- 3) ONE POLICY OR ONE CARD?
- 4) BRANDING?

## D. INDIVIDUAL/FAMILY LIFE SUCCESS

PROS	CONS
<ul style="list-style-type: none"> <li>• BASED ON NEEDS ASSESSMENT THAT SHOWS 1 SPECIFIC FOCUS AREA (FOR EX GRADE LEVEL READING)</li> <li>• POTENTIAL FUNDING/EDUCATIONAL PARTNERS COULD NOT GET ON OWN</li> <li>• POSITIVE VALUE OF LIB BY COMMUNITY</li> <li>• BETTER MESSAGING &amp; REDUCED WORKLOAD FOR INDIV. LIBS.</li> <li>• LIB USE WORKFLOW ACROSS SOMEONE'S LIFESPAN / LIFELONG LEARNING CONTINUUM</li> <li>• INTER-DEPARTMENTAL COOPERATION SENSE OF COMMUNITY</li> </ul>	<ul style="list-style-type: none"> <li>• TOO BROAD</li> <li>• POTENTIAL FOR DUPLICATION</li> <li>• NEED TO IDENTIFY FUNDING</li> <li>• UNCOMFORTABLE FOR STAFF</li> <li>• STAFF SKILL/EXPERTISE GAP</li> <li>• FUZZY BOUNDARIES</li> </ul>

IS RESOURCE SHARING MODEL?   
 MENU OF PROGRAM AREAS?   
 (THOSE 2 or 3 SPECIFICS?   
 ALIGN w/ UNITED WAY REGIONAL REPORT?   
 (REGIONAL POWERHOUSE TO LOOK BEYOND LIB FOCUS)   
 ONE CARD?   
 CUMULATIVE ACADEMIC / PUBLIC LIB?   
 REGIONAL BROCHURE / GRANTS / EDUC / ADULT ED.   
 (HELP w/ COMM COLLEGE)

HOW TOPICS & PRIORITIZE   
 HERE TO CONNECT PEOPLE - DON'T HAVE TO BE ALL THINGS TO ALL PEOPLE

## E. COLLABORATIVE SERVICES DEVELOPMENT ① \*

- | PRO                                                                                                                                                                                                                                                                                                                                                                                                             | CON                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Leverage knowledge of knowledge base / list-serv</li> <li>Depending upon service could be open source</li> <li>Labor savings thru collaboration</li> <li>Creates new librarians w/ consistent view of librarianship</li> <li>Consistent w/ PLP mission</li> <li>New idea incubator / innovative</li> <li>Take advantage of regional opportunities (3 or more)</li> </ul> | <ul style="list-style-type: none"> <li>Branding (Challenge)</li> <li>Who moderate this?</li> <li>Time frame compatibility</li> <li>Licensing               <ul style="list-style-type: none"> <li>Need to relinquish control</li> </ul> </li> <li>Address the parity / disparity of cost               <ul style="list-style-type: none"> <li>Address parity / disparity of interest (type of service, type of library)</li> </ul> </li> </ul> |

### ? QUESTIONS? / ISSUES

- Could collaboration be duplicating something already done.
- How define what is appropriate for collaboration
- Could this relate to the success.

Regional / local needs assess must consider types of service

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## F. REGIONAL > LOCAL NEEDS ASSESSMENTS + METRICS / VALUE PROPOSITIONS ② \*

- | PROS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | CONS                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>STANDARDIZATION</li> <li>INDIV. LIB. VS. <sup>GROUP</sup> STANDARD (COMPS)</li> <li>LEVERAGE CONSORTIAL EXPERTISE / SIZE / BIG DATA</li> <li>IMPARTIAL 3<sup>RD</sup> PARTY</li> <li>SHARED MESSAGING / LANGUAGE</li> <li>COST-EFFECTIVE</li> <li>DATA WE WOULD NOT NORMALLY GET</li> <li>COMMUNITY OUTREACH TOOLS</li> <li>MORE TRANSPARENCY</li> <li>AROUND PERFORMANCE MEASURES</li> <li>MORE OPP. FOR COMM. DIALOGUE</li> <li>GET OUT OF ECHO CHAMBER</li> </ul> | <ul style="list-style-type: none"> <li>WHAT'S IMPORTANT TO ONE MAY NOT BE TO ANOTHER MEMBER LIB.</li> <li>STATE-LEVEL, RATHER THAN REGIONAL (CALIF / ST. UB. / CLA)</li> <li>NOT SPECIFIC TO INDIV. LIB.</li> <li>MANAGING EXPECTATIONS OF INDIV. LIBS.</li> </ul> |
- ? S
- NEED TO EXPLAIN PLP & ROLE
  - TAILOR TO INDIV. NEEDS
  - CUSTOMIZABLE MATERIALS
  - WHAT METRICS?
  - HOW FREQ. WOULD ASSESSMENTS BE?
  - WHAT WOULD THE PROCESS BE FOR INPUT?
  - TOOL WE COULD USE OR PLP CO-OUTSOURT?
  - PLA OUTCOMES / NATIONAL METRICS / OTHER INITIATIVES

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## G. RESOURCE SHARING ② RECIPROCAL BORROWING, EQUIPMENT

DEFINITION: What's ours is yours. Sharing people, ideas & things.

★★

### PROS

- ABILITY to try more things without major investment
- ROI / purchasing power good for customers
- Sharing intellectual property
- broader access
- purchasing power
- Avoid duplication of effort / reinventing the wheel
- Lessons learned / faster implementation
- Beta / lab / test case / pilot
- TIED TO KNOWLEDGE BASE

### CONS

- liability / breakage
- maintenance
- staff time
- Set up / mechanism / logistics
- Delivery

### QUESTIONS

- PLP as clearinghouse? Communication conduit?
- EXPERTISE
- WOULD IT BE COMPATIBLE w/ LIBRARY ENVIRONMENT
- WHAT'S THE COST SCHEDULE / NON-FEE / VALUE-BAS

20

## H. SHARED ILL / CATALOG / E. RESOURCE PLATFORM ③ \*

- | PRO                                                                                                                                                                              | CON                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Easy for customers</li> <li>Increase access / customers who use</li> <li>Save time / cost</li> <li>Not dependent on collection</li> </ul> | <ul style="list-style-type: none"> <li>Tech stable?</li> <li>Is it clunky</li> <li>Implementation may be challenging</li> <li>Ability to brand</li> <li>Can we deal with increased demand?</li> </ul> |
- Need federated search for database search

Shared ILL / catalog  
Home Delivery

- | Pro                                                                                                                                                                                                               | Con                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Convenient</li> <li>Amazon-like</li> <li>Saves customer \$</li> <li>Reach people who don't come to lib</li> <li>Items returned &amp; integrated into collection</li> </ul> | <ul style="list-style-type: none"> <li>Expensive for library</li> <li>Security of delivery</li> </ul> |
- ? Convenience fee ? ZIP BOOK MODEL ? COST OF STAFF TIME

21



10.06.15 / Millbrae

### A. STRATEGY • BRANDING

#### LIBRARY ADVERTISING CAMPAIGN

[INVITATION - VALUE STATEMENT]

PRO *****	CON
Economy of scale - Audience Identity - unite Memberships Raise awareness of libraries Advocacy for funding or Capital Campaigns Timely - changing role of libraries	May not serve everyone, level of inclusiveness Diluted message - lowest common denominator Resonance Challenge of local needs/relevance Difficult to sustain - Who leads?

⑩

?(s) & CONSIDERATIONS

- How to achieve consensus on message/branding - what is process?
- Bring in Mktg. expertise
- Proper scale

### B. PLP WIDE SEAMLESS SPACES

"CORE" BASELINE EXPERIENCE

PRO **	CON
↑ cooperation ↑ customer experience ↑ public service equity capacity closer to a state lib card Branding - could apply to any library ↑ communication, awareness lower costs of resource	↑ coordination, buy-in difficult to agree costs?

②

?(s) & CONSIDERATIONS

- self-imposed restrictions?
- what does this mean? clarification

### C. KNOWLEDGE BASE (KM)

FACILITATE SHARING ECONOMY AND COOPERATION/COMMUNICATION

PRO *****	CON
Diversity of Knowledge Baseline for Best Practices Promote efficiencies & scale Another way to get to know our colleagues Strength in numbers - if we move forward & on a line Save money if we go into together on joint projects & purchases Developing baseline services for all PLP member libraries Identify high value projects to replicate Good resource for program planning in local jurisdictions (like a <u>shared</u> home) This is an infrastructure upon which initiatives can be built	Possible lack of agreement on what is different library culture a) not interested b) not asking c) not asking Gotta become unweildy This would need someone to maintain great structure Funding: imbalance between libraries could put a stop to some conversations

⑥

?(s) & CONSIDERATIONS

### D. PARTNERING <sup>BEYOND</sup> LIB COMMUNITY

IS CENT. EXTERNAL TRANSFORMATIONAL

PRO *	CON
BECOME BETTER KNOWN & UNDERSTOOD AMONG COMMUNITY ORGANIZATIONS BECOME RECOGNIZED AS EXPERTS IN NEW AREAS BECOME PART OF INCUBATION OF IDEAS TAKE ON NEW ROLES NEW PARTNERS CAN IMPROVE OUR SERVICES (ie. CENT) IMBED LIBRARY IN COMMUNITY & w/ OTHER ORGANIZATIONS	PARTNERS WHO MIGHT NOT BE BENEFICIAL TO LIBRARY MIGHT DILUTE LIBRARY PRINCIPALS POSSIBILITY OF ONE-SIDED RELATIONSHIP

①

?(s) & CONSIDERATIONS

- STAFF TIME NEEDED TO FORGE NEW RELATIONSHIPS
- IMPROVE STAFF SKILLS IN CREATING RELATIONSHIPS

E. ACCESS TO PROFESSIONAL SVCS	
GRANT WRITING @ REGIONAL, STATE, FED LEVEL & BEYOND COLLABORATIONS B/W MORE LIBS(S) IN PLP (& BEYOND) STRATEGIC, COMMUNITY ANALYTICS, DESIGN, ETC.)	
PRO ***	CON
Leveraging resources Economy of scale Templates / Organization of ideas for local use ex. Data sharing Better quality Enhanced capacity Fiscal agency Preferred vendors Preferred vetted Saves time evaluating procurement	Reliance on outside expert Apples vs. Oranges May be better for smaller scale *** (6)
Q(S) + CONSIDERATIONS	
- Equity in how often, how much, when svcs. are used & by whom? - Salaried vs. Term employee?	

F. STAFF TRAINING & DEVELOPMENT	
FUNCTIONAL COMPETENCIES, NEW SKILLS & BEHAVIORS, BASELINE MANAGEMENT & LEADERSHIP COMPETENCIES	
PROS ***	CONS
- Supports career ladders - Makes continuing ed. accessible - targeted to local needs / hot topics - networking	- Costs - <del>exp</del> (11) ***
Q(S) + CONSIDERATIONS	
How is it effectively delivered? How is content considered / managed? Scope - what does PLP cover? What do we go outside for? Accountability?	

10.07.15 / Oakland

A. START-UP SERVICES	
*** PROTOTYPES → PACKAGE • ECONOMY OF SCALE *** + REPLICATION THROUGH PROGRAM TEMPLATES	
PROS	CONS
- INDIVIDUAL LIBRARIES WOULD HAVE TO DO IT - IT WOULD BE THEIR TIME - BAKED STAFF TIME - DON'T HAVE TO RE-INVENT THE WHEEL - LIBRARIES THAT WANT ADDED CAPACITY - SECURITY - ELIMINATES "WHEEL REINVENTING" - OPPORTUNITY TO TEST-DRIVE (AND PUBLIC / PRIVATE TRAINING)	- OUR "WHEEL" FITS ALL - STAFF TRAINING - CANNOT "TUNING" THE DESIGN THAT ONLY BE SPECIFIC - LACK OF COLLABORATION (CULTURE-CHANGE)
Q(S)	CONSIDERATIONS
- IS IT A TWO - TO USE WHAT IS IN THE "WHEEL" - EXERCISE RESPONSIBILITY - INCENTIVIZE FAILURE - SHOW & TELL	

B. MODELS FOR COMM ENGAGEMENT	
*** SKILLS, ACTIVITIES, EXPERTISE, ASSETS	
PROS	CONS
national momentum around topic need to build in-house expertise skills are available for hire lots of models of building available broad interest in topic long term benefits to model customizable for each community skills reflect future needs - collaboration, planning etc	Requires significant investment of staff time does PLP have anything to add that the outside access in their own? may not be immediate payoff
Q(S)	CONSIDERATIONS
How could this work as a consultation activity? How many PLP members are for many along that they don't need help in this area? Could existing experts who PLP provide training & leadership? What service or support would PLP offer? How do we approach this as a paradigmatic shift, not just a growing trend? How to balance varied levels of expertise among member lib? How to get experienced / history-based in collaboration w/ less experienced?	



C. BUILDING COLLABORATIVE CAPACITY * (PROCESS, STRUCTURE, SKILLS BUILDING, LEADERSHIP)	
2 PROS	CONS
<p>In our Warehouse</p> <p>Protected environment</p> <p>Model for <del>other</del> other settings</p> <p>Leverage resources</p> <p>Cost savings</p> <p>Consensus bldg - necessary leadership skill</p> <p>Mapping current partnerships</p>	<p>Not about specific project</p> <p>Desire for recognition</p> <p>Who <del>administering</del> managing</p> <p>Hard to explain to others</p> <p>Uneven workload</p> <p>Time consuming</p>
?(s)	CONSIDERATIONS
<p>Is this emerging discipline - here to stay</p> <p>collaborative impact</p>	<p>Who administers/purchases?</p> <p>Is there an ulterior motive</p> <p>Fund grants w/ positive consideration for collaboration</p> <p>Build in/Bring in resources for specific project</p>

D. DATA/MEASUREMENT PLATFORM *** PROGRAMS, SERVICES, OUTCOMES, PERFORMANCE, REPORTING *** LIKE COLLECTION HQ... FOR	
11 PROS	CONS
<p>help into better decisions</p> <p>make decisions driven by data</p> <p>bring together disparate data sources</p> <p>We're already collecting similar data for State Library Report</p> <p>easy comparison with other libraries</p> <p>we have lots of data</p> <p>more ways to tell stories</p> <p>advocacy &amp; finding benefits</p>	<p>too expensive</p> <p>ppl don't use</p> <p>ppl don't understand</p> <p>disparate data sources</p>
?(s)	CONSIDERATIONS
<p>does PLP have a role here?</p>	<p>existing platforms not meeting our needs</p> <p>GIS systems an option?</p> <p>data silos</p> <p>integration w/ catalog, website</p> <p>need to talk to data analysts</p> <p>design for outputs &amp; outcomes</p>

E. APPLICATION DEV: DIGITAL ENV. *** PROGRAMMING, DESIGN, UX, SUPPORT ALL DIG ACTIVITIES, STAFF TRAINING	
3 PROS	CONS
<p>PROVIDE SKILLS - MANY LIB DON'T HAVE</p> <p>ABILITY TO TRAIN STAFF @ THEIR LEVEL</p> <p>provide SERVICES based on programming</p> <p>Avoid HIRING PROCESS</p> <p>DEVELOP WHAT USERS ARE USED TO IN REST OF WORLD</p>	<p>STAFF @ DIFFERENT LEVELS</p> <p>ONGOING DEV + SUSTAINABILITY</p>
?(s)	CONSIDERATIONS
<p>APPS VS WEBSITE</p>	<p>DEMOGRAPHICS + WHAT'S KNOWN</p> <p>PROGRAMS - SKILL SET A MATCH</p> <p>NEEDS</p> <p>WHERE LIBS ARE IN OUR DEVELOPMENT</p> <p>JURISDICTIONAL CONSIDERATIONS - WHAT OUTS WEBSITE</p>

F. FUTURE LIBRARY ORG MODEL *** STRUCTURE, STAFFING, SKILLS, EXPERTISE, CULTURE	
6 PROS	CONS
<ul style="list-style-type: none"> <li>• HELP CREATE WHAT WE NEED FOR THE FUTURE</li> <li>• SOME STAFF BURNED OUT</li> <li>• ATTRACT PEOPLE WITH OTHER DESIRED SKILLS, FLEXIBILITY TO TRANSITION</li> <li>• REDUCES/ELIMINATES DEVELOPMENT AS VOUCHER TO THE</li> <li>• POTENTIAL TO LEAD TO BETTER TRAIL OBSERVATIONS</li> <li>• POTENTIAL TO LEAD TO BETTER CUSTOMER SERVICE</li> <li>• POTENTIAL TO LEAD TO BETTER OPPORTUNITY</li> <li>• OTHER PROGRAMS YOU CAN'T HAVE</li> <li>• A POSITIONAL ISSUES FOR QUALITY OF</li> <li>• IF THERE IS TOO MUCH DIFFERENTIAL LIBRARY, YOU'LL BEEN TO THE END AND LEAD FROM</li> </ul>	<ul style="list-style-type: none"> <li>• CONTRAST OF ORGANIZATION'S IDENTIFICATION FOR BUREAU: DIFFERENT TECHNOLOGY</li> <li>• STAFF MAY CONTRIBUTE IT THEMSELVES</li> </ul>
?(s)	CONSIDERATIONS
<p>1) WHAT WOULD YOU ACTUALLY DO</p>	<ul style="list-style-type: none"> <li>• ILL-DEFINED - DIFFICULT TO ARTICULATE</li> <li>• VERY BROAD</li> <li>• NOT BUILT ORGANIZATION WILL BE IN DARK PLACE /</li> <li>• HAVE CHALLENGE TO STAFF</li> <li>• HOW TO VOUCHER LIBRARY TECHNOLOGY INTO THIS</li> </ul>

A survey was conducted after the workshops, as Directors and their designated participants hoped to gather input from other staff at their libraries. 139 survey responses were submitted; 86% of those did not attend a workshop. In San Jose, the link to the survey was widely distributed to staff and generated 91 submittals – almost 66% of the total responses. The following table identifies the valuation of proposed initiatives by survey respondents, comparing all responses, San Jose only responses, and San Jose excluded responses.

		Survey Responses		
		Weighted Average; Scale 1 to 6		
	Initiatives (Italics denote significant influence from San Jose responses on total rating)	All	San Jose Excluded	San Jose Only
Q20	Staff Training and Professional Development	4.88	4.89	4.88
Q22	<i>Shared eResource Platform (Catalog and ILL)</i>	4.08	3.83	4.63
Q31	<i>Partnering Beyond the Library Community</i>	4.00	4.28	3.38
Q15	Regional and Local Needs Assessment	3.92	4.06	3.63
Q18	Future Library Organizational Model	3.92	3.83	4.14
Q19	App Dev for Digital Environment	3.85	3.89	3.75
Q16	<i>Data Analytics Platform</i>	3.77	4.28	2.63
Q17	<i>Models for Community Engagement</i>	3.73	3.44	4.38
Q29	Access to Professional Services	3.73	3.78	3.63
Q21	Resource Sharing (Reciprocal Borrowing, Unique Equipment)	3.69	3.67	3.75
Q26	<i>Individual, Family and Life Success</i>	3.54	3.44	3.75
Q27	<i>Knowledgebase and Document Repository</i>	3.48	3.65	3.13
Q14	<i>One Card</i>	3.46	3.00	4.50
Q30	PLP Seamless Services	3.35	3.28	3.50
Q23	Start-up Services for Member Libraries	3.31	3.39	3.13
Q24	<i>Build Collaborative Capacity</i>	3.31	3.17	3.63
Q28	Branding Strategy (Cooperative wide)	3.19	3.28	3.00
Q25	Collaborative Services Development	2.73	2.83	2.50
	# Responses	139	48	91
	% Total	100%	35%	65%

PLP should also assess the factors below when making decisions about which initiatives to pursue as valued by member libraries in workshops and in survey results:

- Only 25-26 of the 139 respondents assessed each of the proposed initiatives on a six-point scale of lowest to highest priority; 7 – 8 of those responses were from San Jose staff
- Reasons might range from respondents not feeling they had enough information to not being engaged by any of the initiatives, which speaks to the value of interactive, in person co-creation of ideas

For further information, download the [entire survey report](#), including comments.

### ***What Each Library Can Share***

*At each workshop, participants identified what resources, expertise, etc., they could share with other libraries.*

#### Mountain View Public Library

- Database Maintenance
- Systems migrations / upgrades
- Workflow evaluation / efficiencies
- Mentoring
- Change / Project Management

#### Alameda County Library

- Special needs storytime (ASL and ADA Resources)
- Planning and policy support for eDevice lending

#### Santa Clara County Library District

- Amazing meeting room!
- Marketing Plan process
- Board Book template
- Policy and customer experience survey language

#### Los Gatos Public Library

- Strategic Planning Light template
- Awesome staff with creative ideas
- Improv training enabled staff
- Customer Service Values Dev. Ex.
- Team building / Communication Tools

#### Cabrillo College

- Innovative Hacks

#### Salinas Public Library

- Bilingual Librarians

#### PLP

- Connection with national partnership / partners
- Capacity to support system-wide projects and initiatives
- Ability to create / enhance infrastructure to support PLP

#### Library not identified

- Visio software skills (for building flow charts, floor plans, etc.) and Koha advice
- Library Instruction classroom
- Innovative Programs
- Program expertise (various topics)

- Have shared in the past – Book leasing advice
- Experience with Content DM and digitization of content
- Collection development strategies in various specialized areas (sciences, Allied Health, etc.)
- Capacity to support system wide projects and initiatives

### San Bruno (Tim Wallace)

- Mandarin Sign Language
- Graphic Design
- PC Mgmt
- Relationship with Schools; Homework Center

### Burlingame Public Library

- Training e.g. Dealing with Difficult Patrons
- Program/Project Duplication with Staff Instructor
- Equipment: Library Bike
- Instagram Expert

### San Mateo County Library (Tom Fortin)

- Circulating wifi hotspots and laptops
- Findit! Classification

### San Mateo Public Library

\*How to start a passport acceptance service for:

- Expanding service
- Revenue generating
- Bringing new library customers

\*Foreign language cataloging

- Spanish
- Chinese
- Japanese
- Farsi

\*Insight on Cultural Programming

- Asian
- Latino
- Iranian
- Tongan
- Filipino
- African-American

\*Sustainability Programs





### San Francisco Public Library

- Staff – subject matter expertise for speaking engagements; for example
  - Safety and Security
  - Youth / Teen Services
  - Accessibility
  - Partnerships
- Meeting space / facilities (for example Koret Auditorium – Main Library)

### Califa (Paula MacKinnon)

- eBook Platform and publisher expertise
- working cooperatively, partnering experience

### Burlingame Library (Thomas McMahon)

- Non-traditional marketing / web outreach
- Electronic music / recording equipment
- Library in general
  - Scanning / analog to digital conversion services (VHS to DVD, Cassette to DVD)
  - Instagram expertise
  - Book lists (lots of them) and Film lists
  - Enthusiastic Teen Librarian who loves to collaborate

### South San Francisco Public Library (Valerie Sommer)

- Expert social media Librarian
- (2) 3D Printers
- Sewing machines, Serger, Embroidery machines
- Team Building training expertise
- Lots of maker equipment / maker training
- Adult programming expertise
- Tech training for patrons
- Can share experience of proving an ASES-funded after school program
- United Way / VITA Tax Assistance programs that are very successful
- iPads and laptops for in library loan (thinking of checking them out)
- Great adult and family literacy programs, including a 'preschool' outreach van
- Strong partnerships with County Health and Human Services Departments
- Tagalog-speaking Children's Librarian
- Strong Spanish collection at Branch Library
- Have planned and implemented STEM and Coding programs for Kids

### Pacific Library Partnership (PLP - Terry Jackson)

- Mentoring
- Coaching
- Job/Resume

### Alameda County Library (Ben)

- Advice on dealing with Weeding Scandal (Discover Books, policy revision, etc.)
- Civic Technologies Data (market segmentation)
- Access to Alameda County Partners for Planning – Ashland Youth Center as a model
- Scanning pilot with Pinnacle
- P.U.L.S.E. Kiosks
- Host Performer's Showcase
- 

### Palo Alto City Library (Monique)

- Staff who can catalog in Chinese, Korean, Japanese
- Bi-lingual storytime presenters (volunteers, but may be able to travel a little): Russian, Hindi, Mandarin, Cantonese
- Training in value of design-thinking / IDEO
- STEAM Programs
- Tween TV library-focused programs
- Shared bed bug resources

### Livermore - Renee

- Kit of 8 Finch Robots for teachers / Homeschoolers (maybe)
- Information about Easy Access Dual Model (Staffed / Unstaffed) Library
- Teen Initiative Help (after we evaluate it)

### Alameda Free Library

- Graphic Novel "Expert" - children's and teen
  - Can speak on comics in your collection
  - selecting age appropriate graphic novels
  - has moderated panel discussions and has been panelist at ALA and CLA

### Pleasanton Library

- Lots of stuffed animals / puppets / storytime props
- Information about setting up a seed library
- Grade Level genre lists
- Resources & expertise in creating / producing locally developed summer reading
- Early Reader leveling - expertise

### San Jose Public Library

- Drupal
- Early literacy / Early education
- Customer service model
- Grant writing
- Public/Private partnerships
- Makerspaces
- App Development
- Volunteer engagement

### Oakland Public Library

- Play @ Your Library software (in development)
- Custom built bike library
- Library branches on public school campuses
- Toy and tool lending
- Asian language focused branch
- Decentralized selection (we're one of the last holdouts)

### Oakland

- Extra tools and tool expertise
- Commissioner advocacy expertise

### PLS (Monica Schultz)

- Sierra ILS automation scripts
- SMS (texting customers) scripts

## Feedback on the Sessions

<i>Plus (What Worked)</i>	<i>Delta (What Could be Improved)</i>
<i>10.05.15 Los Gatos</i>	
<ul style="list-style-type: none"> <li>• M&amp;Ms</li> <li>• Arm wrestling</li> <li>• Funneling ideas</li> <li>• Speed</li> <li>• Movement</li> <li>• Change groups</li> <li>• Lunch</li> <li>• Location</li> <li>• Fun to Clap</li> <li>• Mix of different libraries</li> <li>• Multiple presenters changing things ups</li> <li>• Susan and PLP staff</li> </ul>	<ul style="list-style-type: none"> <li>• Sorting initial ideas might clarify key areas</li> <li>• Gap: post-its and initiatives</li> <li>• Definitions on sheets (initiatives)</li> <li>• Too much consolidation?</li> <li>• M&amp;Ms when promised</li> <li>• Room is awkward</li> </ul>
<i>10.06.15 Millbrae</i>	
<ul style="list-style-type: none"> <li>• Facilitators</li> <li>• Effective recruitment and participation</li> <li>• Level of thought and ideas</li> <li>• Run a great meeting – activities and exercises paced well and we didn't get bogged down</li> <li>• Location!</li> <li>• Food!</li> <li>• Great idea; collaboration and opportunity to participate</li> </ul>	<ul style="list-style-type: none"> <li>• Needed 1 more star for voting</li> <li>• Good group; less geographic diversity (more of a mix would be better)</li> <li>• Different levels of staff would increase diversity</li> <li>• Need more girls at the meeting</li> </ul>
<i>10.07.15 Oakland</i>	
<ul style="list-style-type: none"> <li>• Mixing people up</li> <li>• Process of narrowing</li> <li>• Voting</li> <li>• Enough time evaluate (doing this plus / delta)</li> <li>• Respectful environment</li> <li>• Games</li> <li>• Participation</li> <li>• Seeing everyone!</li> </ul>	<ul style="list-style-type: none"> <li>• Could have been shorter</li> <li>• Better meeting room</li> </ul>