

City of Salem

Salem Public Library

August 14th, 2024

5:00p.m. at the Salem Public Library Collaboration Studio and via the
Salem Public Library YouTube Channel

Si necesita ayuda para comprender esta información, por favor llame
503-588-6178

PARTICIPANTS

Board Members

Gretchen Coppedge; David Levy; Valerie Harris; Matthew Jobson; Dana
Castano; Kelly Rath; Camryn Pickworth

Staff

Bridget Esqueda, City Librarian; Clarissa Maciel-Garibay, Staff Assistant

AGENDA

1. Welcome and call to order
2. Approval of Minutes
3. Public Comment - Appearance of persons wishing to address
the Board on any matter other than those which appear on this
Agenda
4. Information Items
 - Teen Advisory Board (TAB) update
 - Chair's report
 - City Librarian's report
 - Friends of SPL report
 - SPL Foundation report
5. Discussion Items
 - New LAB members (David)
 - Update on library budget FY 24/25 and beyond (David)
 - Strategic Plan Report (Kelly)
 - Looking for LAB representation to attend Friends of Library
monthly meeting 2nd Thursday at 5:30pm (David)
6. Action Items
7. Miscellaneous Board Items
8. Adjourn

Next Meeting: September 11th, 2024

This meeting is being conducted hybrid at the at the Salem Public Library 585 Liberty St. SE, Salem, OR 97301 and online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 12 p.m. or earlier one day prior to the day of the meeting at spladmin@cityofsalem.net

Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (TTD/TTY 503-588-6439) at least two business days in advance.

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

June 2024 City Librarian's Report

Stats

Number of Visitors:

Location	Current Month	Previous Month	Percentage Change	Previous Year
Main	26,328	26,196	.5%	31,848
West Salem	1,335	1,041	28%	2,777

Other Stats:

	Current Month	Previous Month	Percentage Change	Previous Year
Active Cardholders	35,235	35,662	-1%	36,972
Programs	29	52	-44%	57
Meeting/Study Room Reservations	381	474	-19%	491
Reference/Directional Assistance	6,288	6,331	-0.6%	9,387

Number of physical items checked out/renewals:

Location	Current Month	Previous Month	Percentage Change	Previous Year
Main	56,426	50,162	12%	61,716
West Salem	490	472	4%	755
Total First Time Checkouts (Both Branches)	56,916	50,634	12%	62,471

Number of digital items checked out:

	Current Month	Previous Month	Percentage Change	Previous Year
Cloud Library	6,684	6,285	6%	6,803
Overdrive	21,325	23,913	-11%	20,273

Library Value Calculator

<https://ilovelibraries.org/what-libraries-do/calculator/>

Staff News

The library said goodbye to Bilingual Adult Service Librarian, Priscilla Gaspar. Staff dressed up in fancy attire to celebrate Priscilla's signature style. We wish her well in her future endeavors.

We currently have three Librarian positions vacant. On June 17, we posted two Limited Duration Librarian positions, one focused on Youth and the other on Adult Services. We received over 50 applications, with 23 qualifying for the position. We plan to interview 10 candidates the second week of July. These are career positions and have a definitive end date of June 28, 2025.

Collections

Nothing new to report at this time.

Projects and Programs

Programs for Accessible Learning (PAL) had an exciting time with attendees decorating paper crowns to show off their royal status. Adults enjoyed connecting with one another over their design skills and sang along to Disney princess songs.

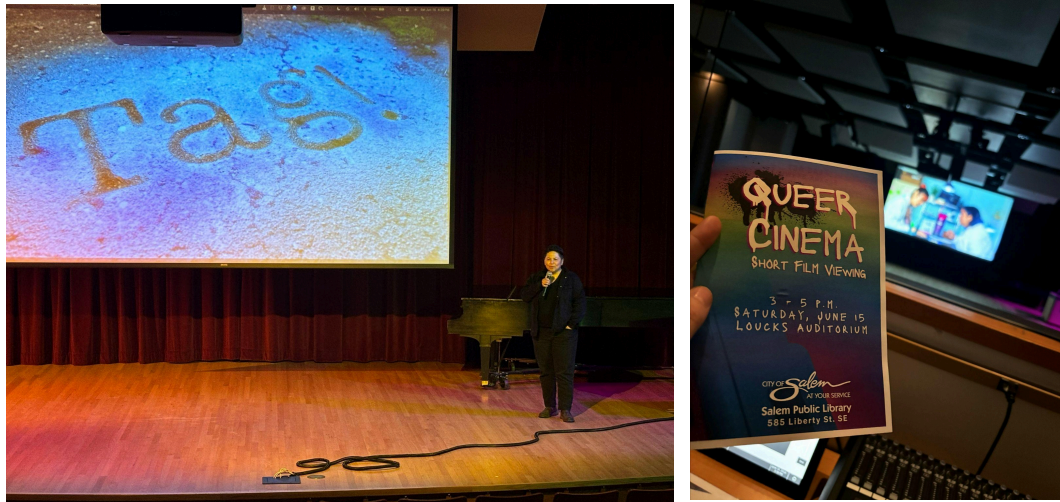
Youth Services kicked off the Summer Reading challenge in June with a bilingual preschool music concert featuring Teacher Brittney, and also the first Terrific Tuesday of the summer, featuring Eco Crafts for elementary grades.

Beginning June 27, Youth Services is also visiting the Salem-Keizer Migrant Education Summer School program for PreK-Grade 5 with the Bookmobile. Each week, students get to check out a book from the bookmobile, and earn incentives for reading as part of the Summer Reading Challenge.

Adult Services hosted their big summer craft. We had a full room of adults making their very own “trending” doormat.



The library partnered with TAG! and hosted our first Queer Cinema film festival. Patrons were able to view 9 curated short films created by Queer and Trans filmmakers. Two of the filmmakers also came to discuss and take questions about their art.



Library Leadership Team approved an expansion of Teen Scene service desk hours for the summer break. Now the service desk in the teen section opens at 12 noon on weekdays and closes when the library closes (6 p.m. Tuesday-Thursday, and 5 p.m. Friday); the hours for Saturdays remain the same, 10 a.m. - 5 p.m. This massively increases our ability to support and assist teens and folks using the teen collections during the summer break, as well as increases accessibility to and visibility of the resources available in the Teen Scene Room.

We held our summer kick-off teen event for middle and high school-aged youth with a TAB-hosted Murder Mystery Party on Thursday, June 20. There were 65 teens in attendance - which is an incredible number of participants! Twelve TAB members helped with music, refreshments, key character roles, and overall coordination of this highly successful event. Teens were asking as they left about when we would offer this event again.

The library was one of the venues hosting musicians for the annual Make Music Day Salem event on June 21. Four acts played under the library's tent on the Peace Plaza in the warm sunshine.

On Friday, June 28, we will host the first of 3 Teen Maker Days for the summer, with a focus on STEAM activities involving Science, Technology, Engineering, Art, and Math. This month's Maker Day activity is assembling a miniature solar system model,

complete with motor. Activities for July and August include creating art with alcohol inks and rubbing alcohol, and using circuit tape and LED stickers to make light-up whirligigs.

What we are Looking Forward to!

Teen Advisory Board (TAB) applications are open until Monday, July 8, so that we can recruit teens to fill the 4 vacant positions we currently have on the board. TAB members will assist the Teen Services Librarian in screening and rating the applications (anonymously), and participating on panel interviews to support this recruitment.

We will transition to a new tool for tracking incidents that occur in the library on August 1. We have been using an older, unsupported software tool that is difficult to search and use. Staff will spend July preparing two years of past incident data to be migrated to the new system. They will also have an orientation to Incident Tracker in time for the transition.

Strategic Plan Updates

Nothing new to report at this time.

July 2024 City Librarian's Report

Stats

Number of Visitors:

Location	Current Month	Previous Month	Percentage Change	Previous Year
Main	29,956	26,328	12%	31,848
West Salem	1,213	1,335	-10%	2,777

Other Stats:

	Current Month	Previous Month	Percentage Change	Previous Year
Active Cardholders	35,242	34,801	1%	36,972
Programs	29	52	44%	62
Meeting/Study Room Reservations	439	381	15%	510
Reference/Directional Assistance	7,171	6,288	14%	8,320

Number of physical items checked out/renewals:

Location	Current Month	Previous Month	Percentage Change	Previous Year
Main	61,550	55,773	10%	61,787
West Salem	497	490	1%	782
Outreach	760	653	16%	751
Total Checkouts	62,807	56,916	10%	63,320

Number of digital items checked out:

	Current Month	Previous Month	Percentage Change	Previous Year
Cloud Library	7,389	6,684	10%	6,803
Overdrive	21,231	21,625	-2%	20,273

Library Value Calculator

<https://ilovelibraries.org/what-libraries-do/calculator/>

Staff News

Four high school students joined the staff for a 10-week paid internship beginning on July 1. The initial plan was to hire two interns focused in Youth Services with the support of funding from the Library Advisory Board. Two additional internships focused in Circulation Services were added using salary savings from open positions. Supervisors Sonja Somerville and Heather Deede-Jones are collaboratively mentoring the interns who are assisting with shelving, programs, project preparation, and special projects. Each intern also has the chance to job shadow and learn about all aspects of library work and plan and complete a special Connected Learning Project of their own.

We conducted interviews for two of our three Librarian vacancies this month. These are limited duration positions and will end on June 28, 2025. These librarians will conduct library programs, attend outreach events, select materials and serve on the service desks. Their anticipated start date is August 26.

We also conducted interviews for eight on-call Clerk positions. These are exempt positions and the employees are 'on call' to assist with operations due to vacations, vacancies and sick calls. Clerks' primary tasks are shelving materials and working at the service desks. Clerks must work a minimum of two shifts a month to stay current with library practices.

Children and families enjoyed a wide array of summer activities during the month of July, including 2 sessions of OMSI's "Pit Crew" Science Exploration, a presentation from Lego Master Kelly Bartlett, Circus Arts with Amazama, and storytimes in 3 languages plus ASL, as well as performances that included Paradise of Samoa dancers, Jeff

Evans' Amazing Magic Show, and Nathalia Bilingual Family Music performance at Chemeketa Auditorium in Northeast Salem.

Youth Services also wrapped up the Migrant Education Summer School outreach, giving away a total of 234 Summer Reading prize bags and 118 prize books to kids going into grades K - 6.

Collections

A shifting project is underway! More room is being created in the 900 sections for patrons to browse easily and for staff to shelve.

A new digital resource may be added in the fall. We are looking into acquiring a new online database called "Comics Plus". Comics Plus has access to thousands of digital comics, manga, and picture books for readers of all ages accessible through desktop, mobile, or tablet. All titles will be available, has access to offline reading, with unlimited, simultaneous checkout!

Projects and Programs

Programs for Accessible Learning (PAL) is gathering a larger crowd. Attendees enjoyed storytime with the ever exciting puppet show piece. Painting with berries was a fun activity that brought many different works of art.

The migration of two years of incident and exclusion data started in July and will continue into August. Incident Tracker is the new program the library will use to document injuries, security situations and medical events. The new program is more intuitive for report writing and easy to search and view images.

Our [Library Tech Help webpage](#) went live in July. The Adult Services team has been conducting one-on-one appointments with patrons to assist with ebooks, creating an email account and providing meeting room technology orientations for some months, but now patrons can submit an [appointment request](#) via our webpage.

The Adult Services team introduced Flex in July. Flex, our new traveling display for passive programming, made its first appearance with a series of "Would You Rather" questions. The display was purchased through the Foundation's Sprinkles grant. The

idea is to offer thought provoking and interactive displays for our library patrons. This July we rotated three different questions asking patrons what they would choose and why between two competing options. The results provided clever insights, humor, and poignant messages patrons and staff could enjoy.



We invited our community to support the Summer Reading Challenge by donating books for the elementary and teen Book Pack prizes. More than 100 books were purchased and sent by generous community members from the Amazon Wish List. One very special donation came from the residents and staff of the Willamette Lutheran Retirement Community where they collected \$206 and brought us 26 of the books, along with a donation of used children's books for the Friends of the Salem Public Library. They were so pleased to be encouraging youth literacy with their funds and efforts.



What we are Looking Forward to!

August is the final month for the Summer Reading Challenge. The 3,300 participants have been logging their reading time on the Beanstack app and stopping in to pick up bookbags, food coupons, free books and other items earned. Drawings for the big prizes for elementary-aged children, teens, and adults will take place in mid-August! We owe a special shout out to the three local businesses who went the extra mile to offer food coupons to our child and teen finishers this year - Baskin-Robbins, Red Robin, and Papa Murphy's.

Strategic Plan Updates

A pilot program is coming based upon the recommendations of the Strengthening Our Organization Culture and Operations strategic planning group and staff survey. A flexible schedule survey and implementation will be coming starting September through December. Staff will be asked what scheduling options they would prefer working to

increase work/life balance. If successful, this program will be permanently implemented with staff rotating every 3 months.

Pop Up Libraries have been a huge hit across the Salem area! We have had multiple successful events where patrons had the chance to sign up for a library card, check out books, and return items as well.

Patron Interactions

We received an email comment from a very happy patron who received a list of Book Match suggestions. Amanda wrote “I wanted to thank you for the recommendations. I've read Piranesi now and absolutely loved it. I also wanted to thank you (and the rest of the staff, of course) for what a great place you make the library. For me, a disabled and queer person, it feels safe, caring, and inclusive, and I've never had a bad interaction with a staff member. Also, as someone who has had little access to public libraries throughout my life, I also can't get over what a treasure trove it is of stories and information from a wide variety of perspectives. Certainly, more work than I can imagine goes into making your library what it is, and I am thankful for that.”

A sweet note was attached to one of the Staff Pick recommendations on Braiding Sweetgrass by Robin Wall Kimmerer, “This book was so good! Thanks for the recommendation. I bought 4 copies to give away before I even was to the end. :) I added the thanksgiving address to my morning meditation and affirmations. I also joined a book study to talk about it with others.”

A staff member helped connect a recently houseless patron to much needed resources. Below is their interaction:

“I saw a man shivering on the bench at the main entrance. On my way into the building, I asked him if he needed a long sleeve shirt and maybe some water or a snack. He took me up on the offer. I saw him at a library computer a few hours later. About an hour after the library opened, I received a call saying a patron needed to speak with me. The same patron told me that he has disability checks, but hasn't been able to pick them up, and needed to find a safe place to sleep. He said he won't sleep outside, but was willing to go to a shelter. After 45 minutes of talking, better understanding his needs, providing him with some more food, water, a map and use of my work phone, we secured an independent room for him at the Salvation Army, an apartment-style shelter for 90 days pending a drug test. This morning, five days later, he walked in while I was working at the front desk. He looked bright, well rested and said he needed a library card to use

the computer because he had to apply for a job. I'm grateful that he thought of the library as a place where he could find respectful, compassionate staff and resources when he was in crisis. Salem Public Library meets its vision of being "a welcoming, inclusive community that prioritizes learning, discovery and wellbeing for all."

Salem Public Library

Library Advisory Board – Funding project guidelines

Approved by Salem LAB at the June 2020 meeting

Project guidelines –

- I) Priority will be given to projects that promote and align with the Salem Public Library Strategic Plan
- II) Priority will be given to projects of Salem LAB partners – Salem Public Library, the Friends of the Salem Public Library and Salem Public Library staff.
- III) Priority will be given to projects that innovate and expand Salem Library programs and activities.

Examples of Salem LAB funded projects in prior years:

Grantee	Project	Project Cost
City of Salem	Informational campaign for the library renovation board	\$50,000
Salem Library Foundation	Salem Reads Project	\$5,000
Salem Library Foundation	Joint purchase with Salem Library Foundation for the purchase of printers and scanners for Salem Public Library	\$10,000
Willamette Heritage Center	Salem History Project 2.0	\$10,000
Library Teen Advisory Council	“Take what you need” project	\$300
Library Teen Advisory Council	Seed Library Project	\$200
Salem Public Library	Adult Programming	\$1,000

Salem Public Library

SALEM LAB FUNDING REQUEST FORM

I) Project Title:

II) Name and Email address of Contact Person:

III) Funding amount:

- (Please note – Grant Projects over \$1,000 will require quarterly and annual reports to be submitted on how the funds have been expended).
- (Please note – Grant Projects over \$5,000 must include a tax identification number and/or a copy of the 990 report)

IV) Anticipated start and completion date:

V) Project Description/Project Purpose (no more than a 1–2-page description – the Salem LAB reserves the right to request additional documentation)

- Does this project align with priorities listed the SPL’s Strategic Plan?
- Is this a Friends of the Salem Library, the Salem Library Foundation or Salem Public Library supported project?
- Please explain how this project **will expand** library services and/or programs or how it will provide **innovation** to current Salem Library programs or activities?
- Has this project been reviewed and approved by the city librarian and/or library staff?

Proposals will be reviewed monthly (as time allows) during Salem LAB meeting. The decision of the Salem LAB is final; however, the LAB board may request of a potential grantee additional information about their project or activity.

Imperatives/Objectives/Initiatives from the library's strategic plan, the structure is basically:

Imperatives

- Objective(s)
 - Initiatives

STRATEGIC PLAN

Position the Library to Sustainably Serve our Community

- Improve community satisfaction with library services indicated by the Annual City Customer Service Survey (from 51% to 80%)
 - **Assess Needs and Prioritize Current Services:** Assess needs and impact to prioritize and align services with existing resources.
 - **Determine Salem Public Library (SPL) Service-Level Goals:** Allocate staff and volunteer resources based on needs assessment, SPL strategic plan, benchmarking, and best practices research.
 - **Develop a SPL Resourcing Sustainability Plan:** Research options to develop funding and partnerships that will allow for SPL's long-term sustainability.

Center Equity, Diversity, Inclusion and Belonging

- Offer a diverse set of services in multiple languages and formats
- Provide quarterly internal DEI trainings
 - **Increase SPL's Cultural Competency:** Increase our knowledge and skills and use them to provide culturally responsive and accessible services.
 - **Recruit and Retain a Diverse SPL Team:** Value the inclusion of diverse SPL team members and volunteers.
 - **Diversify SPL's Resources and Services:** Assess and improve how we serve all members of our diverse community.
 - **Apply the City of Salem Equity Lens to Decision-Making:**

Utilize the Equity Lens to review existing policies, procedures, and to inform future decisions.

Cultivate Connections within Our Community

- Demonstrate improved impact of partnerships
- Improve mutual satisfaction of partnerships
 - **Gather Community Input:** Invite community feedback to better understand the community's perception of the library's value.
 - **Create an Outreach and Partnerships Framework:** Develop an approach to identify and pursue mutually beneficial, impactful outreach efforts and partnerships.
 - **Maximize the Effectiveness of the Library's Partnerships:** Invest in existing and new partnerships that further mutual goals and help the library connect with underserved areas of the community.

Continually Evolve Services to Increase Accessibility

- Community members are aware of core library services and indicate services are relevant to their needs (measured by responses to community survey)
- Alternate ways (online, virtual, off-site) are used to access library services
 - **Investigate and Assess Current Trends and Technologies:** Encourage an environment of creativity and innovation through research and training on emerging best practices and support for team members' new ideas.
 - **Make It Easier to Use Library Services:** Create and promote a broader range of technology, tools and services so that more people benefit from the library.
 - **Improve Services and Programs:** Utilize community input and available data to create a nimble and responsive culture.

Strengthen our Organizational Culture and Operations

- Improve average Q12 employee engagement score to 4.0 *currently at from 3.45 out of 5.0
- Improve staff retention

- **Continuously Improve Key Processes and Procedures:** Prioritize staff training, comprehensive documentation, and clear communication to promote continuity and confidence for all members of the team.
- **Right-size and Clarify Roles, Responsibilities, and Accountabilities:** Ensure roles are reasonably scoped within existing resources, are in alignment with the goals of the organization, and that workloads are distributed fairly.
- **Strengthen Leadership and Management Capabilities:** Commit to active and engaged leadership focused on building a safe, inclusive, and collaborative environment for all team members.
- **Conduct and Utilize Annual Employee Engagement Survey:** Share and use annual employee engagement results to take measurable action toward continued improvement.

Advisory Board's Work

- Attendance and participation in board activities and events
- Service in an advisory capacity to the governing body in matters that pertain to the library
- Serving as liaison and representative from the community on library matters
- Advocating for the library for support from governing entities
- Supporting public library vision and values, such as intellectual freedom and the right to access content

Advisory Board's Roles and Responsibilities

- Provide input and recommendations, *as invited and appropriate*, in support of the governing authority's interviewing and selection of the library director, library director orientation and training, and performance evaluation of the library director
- Assist the library director in determining the library's vision and mission
- Participate in short-term, long-term, and strategic planning
- Advocate for adequate resources
- Assist in managing resources effectively and efficiently by providing guidance and recommendations to library management
- Be familiar with and assist the library in communicating around resources, services, and public image

- Provide a forum for public communication on library issues
- Assist the library in assessment
- Report library activities and issues back to the governing authority
- Assist in succession planning for new board members by identifying and motivating others to serve on the advisory board when slots become available
- Maintain knowledge of existing and new community populations
- Participate in processes to ensure effective board teamwork
- Maintain a knowledge of contemporary librarianship through training provided by the State Library and the library, and attendance at board meetings, committee meetings, other area community meetings, and professional association events such as the Oregon Library Association (annual, assembly and district meetings) whenever possible.
- Be familiar with the library and its policies and procedures
- Be aware of 21st century librarianship values and responsibilities such as copyright, confidentiality of patron records/data and the public's right to information versus intellectual freedom.