

DALY CITY LIBRARY BOARD OF TRUSTEES
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – FEBRUARY 19, 2013

The meeting was called to order by President Dorie Paniza at 6:00 p.m.

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

President Dorie Paniza, Vice President Bradley Roxas, Trustees Michael Maysenhalder, Erlinda Galeon, and Arlene Encarnacion (Excused)

Staff Present:

Acting Director Joseph Curran, Library Services Manager Chela Anderson, Librarian III Ben Gomberg, and Administrative Assistant Summer Graham

APPROVAL OF AGENDA

Library Board of Trustees

Motion made by President Paniza to approve the agenda. Trustee Galeon moved to approve and seconded by Trustee Maysenhalder to approve the February 19, 2013 Agenda. Unanimously approved.

APPROVAL OF MINUTES

Library Board of Trustees

Motion made by President Paniza to approve the January 8, 2013 Minutes. Trustee Galeon moved to approve the minutes and seconded by Vice President Roxas. Unanimously approved.

REPORTS

1. Director's Report:

a. Live Online Homework Help Demo – Ben Gomberg (Presentation)

The largest portion of the Library's online subscription services is a tutoring program called HelpNow! HelpNow! is available to students ranging from Kindergarten through Adult. Because the program is for both student and adult learners, it is available to all library patrons with a library card. The largest component is the Live Help chat function, where college age tutors assist students with specific subject areas of expertise. Each tutor obtains previous tutoring and/or teaching experience. Other well-used components of the HelpNow! Service includes a Writing Lab/Question Center, Test Center, Collaboration portal, and an Adult Center.

The Writing Lab/Question Center consists of 24/7 availability and is utilized primarily by high school students, while the Live Help chat service is only available afterschool (3pm-10pm). A student can for example submit a writing assignment and/or a question about a writing assignment and a tutor will respond within 24 hours.

The Test Center provides state-aligned test preparation in math and writing for students up to 12th Grade, as well as ACT and SAT preparation.

Collaboration portals allow students to create and share flash cards and notes to follow up on, as well as participate in chat groups. Services are provided in both Spanish and English.

The Adult Center provides a separate service for adults, focused on GED preparation, résumé writing, and provides tools for obtaining citizenship and job searching. The portal also has skills-building assistance available in Microsoft Office.

Programs have been in use since 2008. Library staff has made themselves available both in the library and out in the community, for example at school visits, workshops, etc. Statistics show that use of the services ebb and flow, dependent on the school year, teacher relationships, and integration into the school program year.

Trustee Maysenhalder asked whether further marketing and outreach is needed to increase use and for an explanation of the peaks and valleys in the slide showing statistical use overall. For example, in the summer months, the use of the service decreases notably. Mr. Gomberg explained in response, that the more the product is used, the more costly it becomes. Thus, with increased outreach and use, the cost for this budget item is likely to increase as well.

Trends illustrated by the slides show that the months containing the highest number of users are September, October, and November due to the amount of standardized and statewide tests and writing assignments. Again, the summer months show a significant drop in use. Over \$20,000 dollars of the Daly City Library's \$60,000 budget for this area is attributed to the Homework HelpNow! product. There is an anticipation that the costs will continue to rise along with increased usage and popularity as stated previously.

Benchmarking of other libraries in the area shows that the Brainfuse service is the most popular service amongst all the libraries that are using some form of online tutoring service. Otherwise, a few libraries are using Tutor.com, which started out as a state-run program and then became fee based. Daly City used this service until it became fee based and then switched to the more popular fee for service Brainfuse product. Tutor.com is similar, but does not have as many specialized services. Brainfuse was less expensive regardless. Library staff will continue to evaluate and monitor the program's use going forward.

b. Early Literacy Stations – Anderson (Presentation)

In response to comments and questions made at the last Trustees Meeting, Ms. Anderson will present a variety of updates on the use of the A.W.E Early Literacy computers previously presented as part of the general overview of the Library's public computers. Ms. Anderson will provide the group at tonight's meeting with a handout to illustrate what information is provided to patrons. Further, she explains that the information is currently presented in three languages, including English, French, and Spanish. Ms. Anderson mentioned that a question was posed at the previous meeting around whether Chinese, Tagalog, or other language translations may become available and she notes that due to the nature of the product, it is not likely that other languages will be offered. Also, of note is the fact that the product is compatible with the current core standards established by the state for the school curriculum.

Currently, there is one of the Early Literacy Stations at each of the four library branches and they are all from 2006-2007 so the Library is looking to replace them and potentially add one more station at the library location which has the most use, which is Westlake.

Trustee Maysenhalder asks whether the stations are mobile and if they are able to be brought to elementary schools across the city. Ms. Anderson explains that the Early Literacy Stations are targeted to Pre-school through 1st Grade level students and are made available in the libraries, rather than on laptops as the laptop version of the software is expensive. President Paniza asks whether there is a schedule to use the Early Literacy Stations and Ms. Anderson responds that they are available for half hour sessions. No internet connection is required to use the software so maintenance of the service is very easy. No further comments or questions. Ms. Anderson adds that the John Daly Library houses the bilingual Spanish-English version, while the other library locations have the English language version available to patrons.

Mr. Curran, through the President, comments that he was contacted last week by the former Friends of the Library Association and they have expressed interest in replacing the Early Literacy Station at the Westlake Library through a generous donation. Moreover, in response to the comments made at the last Trustees meeting about the replacement program, Mr. Curran shares that the Library is on track to start the incremental replacement of all the old computers, starting with Serramonte, and totaling about 100 new computers replaced overall.

Trustee Maysenhalder commended the progress made by the Department of Library and Recreation Services since the last Trustees Meeting as regards this issue and expressed that he was very pleased by the good news. Mr. Curran followed up by saying that he anticipates the transition to be accomplished by the end of the fiscal year. Mr. Curran also looks forward to developing a maintenance and replacement program to extend the life of the public computers as well as software, once the computers are replaced.

c. New Expanded Library Hours – Curran (Presentation)

At the Serramonte and John Daly Branches, beginning March 4th, we are expanding the library hours for a cumulative of 15 extra hours per week that the library will be open to the public. Serramonte we'll be restoring Monday and Wednesday morning hours from 10am. In addition, on Monday, Tuesday, and Wednesday evenings, the library will remain open until 9pm. In summary, that's nine new hours at Serramonte that the library will remain open per week.

At John Daly, we are adding a total of six new hours across a number of different days per week. Monday and Tuesday mornings currently the facilities open at noon, but as of March 4th, the public can begin accessing services as early as 10am. Wednesdays will see added hours in the evening as well and the library will remain open until 8pm.

Again, we are happy to announce that the library will be open to the public a cumulative of 15 extra hours per week.

ANNOUNCEMENTS AND COMMUNICATIONS

None

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PUBLIC COMMENT

Speakers are limited to two minutes, unless modified by the Library Board President. The Board cannot take action on any matter raised under this item.

None

AGENDA BUILDING FOR NEXT MEETING

· Screening of *Daly City: Growing Up in America* – Discuss dates at next Trustees Meeting. Serramonte Library was suggested as a potential location.

ADJOURNMENT

The meeting was unanimously adjourned at 6:35 p.m.

Next Meeting: 6:00 p.m., Tuesday, April 16, 2013