



The Brown Act provides an opportunity for members of the public to directly address the Library Board of Trustees. If you wish to speak regarding an agenda item on the agenda or an item not on the agenda, please submit a digital request to speak form at the following link: [In Person Public Comment - City of Escondido](#) or fill out a physical request to speak form and provide it to the clerk.

To submit comments in writing, please do so at the following link: <https://www.escondido.org/public-comment-form>. All comments received from the public will be made a part of the record of the meeting.

CALL TO ORDER

Roll Call: President Carolyn Clemens, Secretary John Schwab, Trustee Mirek Gorny, Trustee Ron Guiles, Trustee Virginia Bunnell

ORAL COMMUNICATIONS

The public may address the Board of Trustees on any item, which is not on the agenda at this time, provided the item is within the subject matter jurisdiction of the Library Board of Trustees.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on May 13, 2021.

CURRENT BUSINESS

2. Re-opening/Full Contract Update- Library Hours Change
3. Library Mural Update
4. Library Trust Report
5. Follow Up on Weeding Discussion/Collection Development Policy and Plan Review
6. Strategic Plan Committee Update

OTHER REPORTS

February 2021 – April 2021 Statistics Report
Library Director's Report

ADJOURN**UPCOMING MEETING SCHEDULE**

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the City Council Chambers, City Hall. Meetings begin at 2:00 PM.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	July 8, 2021	2:00 p.m.	City Council Chambers
Thursday	August 12, 2021	2:00 p.m.	City Council Chambers
Thursday	September 9, 2021	2:00 p.m.	City Council Chambers



AGENDA, STAFF REPORTS, AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at <https://www.escondido.org/LBT-agendas>
- In the City Clerk's Office at City Hall.

AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING:

Any supplemental writings or documents provided to the Library Board of Trustees regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 North Broadway during normal business hours.

Please Turn Off All Cell Phones While the Meeting Is in Session

ESCONDIDO PUBLIC LIBRARY HOURS

Monday through Saturday 9:00 a.m. to 5:00 p.m.

For information about Curbside service and online programs and resources, please visit <https://library.escondido.org/>

Escondido Library Board of Trustees**Meeting Minutes****May 13, 2021****CALL TO ORDER**

Members Present: President Carolyn Clemens, Secretary John Schwab, Trustee Mirek Gorny, Trustee Ron Guiles, Trustee Virginia Bunnell

LS&S Staff Present: Dara Bradds, Library Director; Katy Duperry, Assistant Library Director

City Staff Present: Zack Beck, City Clerk; Joanna Axelrod, Deputy City Manager/Director of Communications & Community Services

ORAL COMMUNICATIONS

Brenda Townsend – Expressed concern regarding additional fees and changes in processes.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on April 8, 2021.

Motion: Guiles

Second: Schwab

Vote: 5-0

CURRENT BUSINESS

2. Patron Concern

Virginia Abushanab - Expressed concern regarding the current weeding practices at the Library.

Bonnie Packert – Expressed concern regarding the current weeding practices at the Library.

Debbie Resler - Expressed concern regarding the current weeding practices at the Library.

Heidi Paul - Expressed concern regarding the current weeding practices at the Library.

Elena Carrel - Expressed concern regarding the current weeding practices at the Library.

3. Library Trust Funding Request

Motion: Guiles

Second: Schwab

Vote: 5-0

4. Annual Report



OTHER REPORTS

Library Director's Report

November 2020 – January 2021 Statistics Report

ADJOURN

President Clemens adjourned the meeting at 3:19 p.m.

Agenda Item No. 2

Date: June 10, 2021

TO: Library Board of Trustees
FROM: Dara Bradds
SUBJECT: Re-opening/Full Contract Update- Hours Change

Recommendation:

Receive information, vote to approve hours

Background:

The Library has a tentative re-opening at full contract date of June 16, 2021 or July 1, 2021 (we are waiting on final date confirmation). Once fully contracted, all existing staff on furloughed hours will come back at their regular hours, curbside services will be discontinued and volunteers will come back at full capacity. Staff are discussing a transition from all-virtual to hybridized virtual and in-person programming in the late fall/early winter; this includes Literacy programming. The virtual format has been very beneficial for adults, both in the tutor-learner sessions, as well as for adult book clubs and concert series, so some hybridized programs will most likely remain in place indefinitely. Public Turrentine Room rentals are slated to restart in early 2022. Overdue fines will be reinstated July 1. Along with these changes, the Library will be open 60 hours per week instead of the 48 hours it is currently open. If approved, the new Library hours will be as follows:

Monday 9 a.m. – 6 p.m.

Tuesday – Thursday 9 a.m. – 8 p.m.

Friday 9 a.m. – 6 p.m.

Saturday 9 a.m. – 6 p.m.

Sunday Closed

Pioneer Room Hours will be as follows:

Sunday – Wednesday Closed

Thursday 4 p.m. – 8 p.m.

Friday – Saturday 10 a.m. – 2 p.m.

Agenda Item No. 3

Date: June 10, 2021

TO: Library Board of Trustees

FROM: Dara Bradds

SUBJECT: Library Mural Update

Recommendation:

Receive and file information

Background:

Library Staff will present an update on the Escondido Public Library Foundation Mural Project.

The Escondido Public Library Foundation commissioned artist Julia Anthony to create a mural on the west exterior wall of the Kalmia Street Library building.

Two mural design options were under consideration; the Foundation encouraged community members to share their opinions at www.escondidolibrary.org. The opinion poll is active May 26-June 7, 2021. Julia Anthony created the *Wild Beauty of the Savannahs* mural in the Library's upstairs Children's area in May 2010.

City staff removed the tree obscuring part of the wall as well as the concrete pad to make way for new drought-tolerant, low-maintenance landscaping that will be installed once the mural is complete. Staff will be priming the wall and Anthony will begin work on the sky the week of June 6. On June 8, the Foundation will meet to decide which of the two mural options to pursue. The mural will be painted in over the summer, with the estimated completion date in early fall.



Option 1



Option 2



Agenda Item No. 4

Date: June 10, 2021

TO: Library Board of Trustees

FROM: Dara Bradds

SUBJECT: Library Trust Report

Recommendation:

Receive and file Trust Report

Background:

Library Staff will share the Library Trust Report.

City of Escondido					
Library Trust					
Fund 004					
FY 2020-21 through March 31, 2021					
Account #	Account Description		Amount		Description of Activity
General Library Trust					
3050	Beginning Fund Balance, 07/01/2020		\$ 398,017.24		
	Revenues, 07/01/2020 - 06/30/2021				
4601	Library Trust Dividends		1,701.51		Signal Hill Petroleum & JP Oil Dividends
4602	General Donations		2,160.00		Individual donation checks
4609	Investment Earnings		3,059.56		City Investment Pool allocated based on the cash balance in the Library Trust Fund.
4621	Library Sales		26.00		Sale of Headphones, Library Tote Bag, and USB Flash Drive
4370	Reimbursement from Outside Agencies		5,000.00		Reimbursement for prior year grant funds (CRISIS)
4990	Other Revenue		17,943.10		Reimbursements from CENIC grant
	Total Revenues		\$ 29,890.17		
	FY 2020/21 Budgeted Expenditures	Beginning Budget	Actual Expenditures	Remaining Budget	
400501	Neihoff Donation	36,493.00	-	36,493.00	
400509	Library Trust Special Projects	11,864.99	4,308.17	7,556.82	
400819	Library Technology	40,080.55	1,291.91	38,788.64	
400839	Literacy Projects	1,249.27	-	1,249.27	
409501	Library Books-Supplemental	31,950.15	-	31,950.15	
	Total Expenditures	\$ 121,637.96	\$ 5,600.08	\$ 116,037.88	*This is the remaining balance of budgeted projects.
	Ending Fund Balance, 06/30/2021		422,307.33		This balance includes actual expenditures.
	Remaining Project Budgets*		(116,037.88)		
	Available Fund Balance for Future Projects, 06/30/2021		\$ 306,269.45		This balance includes budgeted expenditures.
Designated for Literacy					
3305	Beginning Fund Balance, 07/01/2020		\$ 10,391.97		
	Revenues, 07/01/2020-06/30/2021				
4606	Literacy Program Donations		-		Donations for the Literacy program
	Total Revenues		\$ -		
	Available Fund Balance for Future Literacy Projects, 06/30/2021		\$ 10,391.97		
Designated for Pioneer Room					
3306	Beginning Fund Balance, 07/01/2020		\$ 314.95		
	Revenues, 07/01/2020-06/30/2021				
4622	Pioneer Room Donations		-		Donations for research and obituary requests
	Total Revenues		\$ -		
	Available Fund Balance for Future Pioneer Room Projects, 06/30/2021		\$ 314.95		

Agenda Item No. 5

Date: June 10, 2021

TO: Library Board of Trustees

FROM: Dara Bradds

SUBJECT: Follow Up on Weeding Discussion/Collection Development Policy and Plan Review

Recommendation:

Receive information; vote to approve Collection Development Policy and Plan

Background:

Library Staff will share findings on weeding inquiry and present an updated Collection Development Policy and Plan to the Board for review and approval.

After the last Library Board of Trustees meeting, Assistant Library Director Katy Duperry reached out to professional library colleagues to find out if other libraries had any kind of patron oversight committee or Board review on weeding. Eight colleagues from across the state, including a board member for the American Library Association, shared the view that deselection, or “weeding”, is something that should rest solely in the hands of professional library staff, because they have the knowledge of current industry standards and understand the collection, their community, and its needs. It is the Escondido Public Library staff’s recommendation that deselection remains the responsibility of the Library’s staff.

The Escondido Public Library Management Team reviewed and updated the Collection Development Plan and Collection Development Policy to better reflect current practices and standards found in the American Library Association’s Weeding Handbook.

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**Escondido Public Library
Collection Development Plan
Statement of Purpose**

This document serves as a guide and plan for those who are responsible for developing and managing the collection at the Escondido Public Library (EPL). This document supports the library in its mission, vision, values and philosophy, defines the scope and purpose of the collection, and guides collection work of the library.

A collection development plan doesn't replace the judgment of staff (who are required to meet professional collection development competencies) responsible for the selection of library resources. It does:

- Provide a written framework for planning, building, selecting and maintaining the library's collection in a cost-effective and user-relevant manner.
- State priorities and indicated boundaries to assist staff in choosing, maintaining and evaluating the collection to best meet the needs of the community while maintaining budgetary responsibility.
- Describe how materials for the library are selected, evaluated and deselected.
- Inform the public about the principles of material selection and the use of criteria for selection and removal of materials.

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Collection Development**Responsibility for Selection**

The ultimate authority and responsibility for the selection of Library materials rests with the Library Director or designee, who delegates selection to the library staff.

Selection Criteria

All materials, whether purchased or donated, are considered in terms of the criteria listed below. An item need not meet all of these standards in order to be added to the collection.

- Popular interest
- Contemporary significance or permanent value
- Currency of information or format
- Representation of diverse points of view
- Relationship to existing materials in collection
- Readability or ability to sustain interest
- Appropriateness of subject to the age and/or level of the intended audience
- Reputation of the author, publisher, producer, illustrator, or artist
- Creative, literary, or technical quality
- Physical condition
- Accuracy and authentication
- Critical assessments in a variety of professional journals and attention in media
- Circulation as monitored through the Library's ILS
- Cost and availability
- Relationship to materials in other area libraries
- Local emphasis
- Multiple copies of materials are purchased in response to user demand as evidenced by the number of holds, anticipated popularity, and monitoring of the collection.

Patron Drive Acquisition-Acquisition of Materials Based on the Needs/Wants of Library Users

Local users are encouraged to submit purchase suggestions which are granted so long as the materials satisfy the selection criteria.

The Collection**Adults**

Fiction – The Library's adult collection includes a wide variety of fiction representing diverse genres and significant works of the past. The Library makes every effort to acquire fiction, which is representative of the cultural and ethnic community that it serves and to satisfy the diversity of interests and recreational needs of its users.

Non-fiction – The Library aims to acquire materials that provide a core of basic knowledge. In addition, the Library selects, makes accessible, and promotes the use of materials that:

- Address contemporary issues
- Provide self-help information
- Nourish intellectual, aesthetic, creative, and spiritual growth

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- Facilitate continuing education
- Enhance job-related knowledge and skills
- Increase knowledge of affairs of the community, the country, and the world
- Support business, cultural, recreational, and civic interests in the community
- Represent a variety of viewpoints

Children and Young Adult/Teen – The Library maintains two collections, one for children ages birth – 6th grade and one for teens in grades 7-12. These collections provide materials to encourage lifelong reading habits for newborns, preschoolers, students in grades K-12, parents, and adults working with children. The collections provide fiction and non-fiction materials in a variety of formats to satisfy and stimulate their informational, educational, cultural, and recreational needs. Items in the children's collection reflect a strong emphasis on picture books, easy readers, fiction, non-fiction, and media. Teen materials are primarily high interest, high circulating items. Materials are selected with regard to the stages of emotional and intellectual maturity of youth using professional review media.

- Materials in the youth collections supplement resources in school libraries, but are not intended to support all aspects of school curricula or homework assignments.
- Parents, legal guardians, and caregivers are solely responsible for reviewing, limiting, or supervising their child or teen's access to Library materials.

Media – The Library maintains a media collection in a variety of formats including, but not limited to, DVDs/Blu-Rays and video games/audiobooks. Their DVD collection is comprised of works of film, music, theater, television, and documentaries representing a wide range of genres. An Adult music CD collection is maintained through donations. It is essential for staff to monitor technological developments in media formats, so that wise and cost-effective collection decisions are made for the community.

Graphic Novels – The Library maintains graphic novel collections for juveniles, teens and, adults. Graphic novels encourage new and reluctant readers while satisfying the growing popularity of illustrated books. Selection of print and electronic graphic novels follows the same criteria as other Library collections.

Large Print – The major emphasis of this collection is popular fiction and high interest non-fiction.

Newspapers and Magazines – The Library's newspaper and magazine collection provides current and retrospective information aimed at meeting the research and recreational reading needs of the community. This collection supplements the book collection by providing up-to-date information and consists of diverse publications of interest to the community.

- Journals which are highly technical or scholarly are generally not included in the print collection. Online databases supplement the print collection offering a wide variety of searchable publications that include more technical or detailed articles. In addition to magazines, the collection includes newspapers published locally and significant national newspapers. Back issues of magazines circulate. Current and back issues of many titles are available in the Library's online magazine database.

Paperbacks – The Library maintains an uncatalogued paperback collection, acquired from donations, to provide recreational reading in popular areas of interest.

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Foreign World Language Materials – The Library is committed to developing and maintaining Spanish and ~~other world~~foreign language collections that address the needs of a diverse population. The Library maintains an extensive collection of Spanish language materials aimed at meeting the recreational and informational needs of the local Spanish-speaking community. Resources include books, magazines, newspapers, and other media formats for children and adults, including a language learning database.

Local Authors – The Library maintains titles that are written by local authors as a special collection. Whether purchased or donated, these titles are evaluated based on standard collection development guidelines.

Government Documents – The Library collects documents from the City of Escondido and local Environmental Impact Reports (EIR). City documents are generally retained for five years in the Library's reference collection. The City of Escondido maintains copies of record per City's record management policy.

Online Databases – Online databases extend the collection by providing timely and versatile access to information. Many of the databases contain specialized information not found in the Library's print collection or unavailable in print format. Some databases duplicate print sources, which are carefully evaluated for retention with consideration to cost, frequency of use, and ease of access to Library users.

Reference Collection – The Library maintains a reference collection, which is used to answer questions and to serve the informational needs of Library users. Reference sources are characterized by their ability to provide information and to summarize, condense, or give a comprehensive overview of a variety of topics. These materials are non-circulating in order to be readily available to all patrons.

Professional Reference Collection – The Library maintains a reference collection for professional development. The collection is comprised of books and professional journals selected to cover a broad range of library issues, trends, and news. This collection is for internal staff use and does not circulate for public use.

Literacy Materials – The literacy collection provides material in print and electronic formats to support the Library's Adult Literacy Services program. Workbooks, textbooks, and manipulative teaching aids comprise a large portion of the collection and provide strong support for instruction. Fiction and non-fiction titles, including graphic novels, are selected for high interest/developing reading levels and emphasize practical subjects of interest to adults.

Textbooks – Adult textbooks are occasionally acquired when needed to provide broad or introductory coverage in various subject areas. Recognizing the responsibility of schools and universities to provide access to required textbooks for their students, the Library does not collect textbooks required for school curricula.

Collection Maintenance

Collection maintenance is an ongoing part of the conscientious evaluation of collections by professional librarians and is undertaken with as much care and consistency as the initial selection of
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materials. Collection maintenance helps to keep the collections current, attractive, responsive, diverse, and useful to the needs of the community.

This evaluation is done on an ongoing basis and depends relies on the staff's professional expertise in assessing the needs of the community and the content of the collection. Those materials determined to no longer be of value are deselected from the collection. Materials that are outdated, have had little use, or are in poor physical condition are considered for withdrawal from the collection.

- **Deselecting Library Materials**

Library materials are deselected (often referred to as "weeded") for one or more of the following reasons:

- Availability of information locally or digitally
- Duplication
- Subject matter is no longer timely, accurate, or relevant age
- Damage or poor condition
- Insufficient use
- Research value
- Preservation and storage costs

- **Replacement**

Replacement of deselected materials is not automatic. Library staff assess the need for replacing materials that are damaged, deselected, or otherwise lost. The decision to replace is influenced by:

- Availability of copies through other libraries
- Popular interest
- Adequacy of coverage in the subject area
- Significance in subject area
- Cost and availability to purchase

Hold Ratios

Hold ratios are used to determine when additional copies of an item should be purchased so as to reduce unnecessarily long wait times. When the ratios exceed 5 holds per 1 copy of the item, additional copies are purchased.

When the ratios exceed those specified below, additional copies are purchased. Current hold ratios are checked on a monthly basis, and are generally as follows:

- Print books, audiobooks, and music CDs (items with 3 week check out): 5 holds per 1 copy
- DVDs/BluRay discs (items with 1 week check out): 5 holds per 1 copy
- Overdrive electronic e-books and e-audio books (optional 7 or 14 day check out): 5 holds per 1 Advantage copy

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Deselection Plan

The Escondido Public Library completed a thorough two year weeding process in Summer 2018 to prepare for the implementation of Radio Frequency Identification (RFID) and Automated Materials Handling (AMH) technology. The library implements continuous collection maintenance with the following plan:

- Deselect any circulating item that hasn't checked out in three years (books) or two years (media) with the exception of special items like local history or series titles.

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- When appropriate, deselected items are donated to the Friends of the Library (FOL) 501c3 organization to be sold through their used book shop. Proceeds from the used book shop support library programs and services.
- Target items for replacement with high circulation numbers
 - 1) Books over 50 circs
 - 2) Audiobooks over 100 circs
 - 3) DVDs/~~Blu-Rays~~ over 200 circs
 - 4) Review retention rates for magazines
- Review physical locations of collection and examine current turnover rate per collection for possible relocation or different marketing of this area of the collection.
- ~~Dead Item-Second Chance~~ Reports: Sent ~~quarterly~~~~4 times a year~~. Run a list of items that are two years old or newer, but haven't circulated in one year.
- Deselecting Report: ~~Sent 4 times a year~~, ~~Run monthly for targeted weeding section~~. Run a list of items that haven't circulated in three years (books) or two years (media). These items are pulled and weeded by library staff.
- ~~These reports are sent out on a rotating schedule: dead item report, weeding report, break, dead item report, weeding report, on-site visit; Repeat whole cycle.~~

Collection Analysis Plan

Collection maintenance is an ongoing part of the conscientious evaluation of collections by professional librarians and is undertaken with as much care and consistency as the initial selection of materials. Collection maintenance helps to keep the collections current, attractive, responsive, diverse, and useful to the needs of the community.

~~In 2019,~~ Escondido Public Library reviews reports from~~will work with~~ Polaris' evidence-based analytics tool, LibraryIQ, ~~and another collection management tool, collectionHQ,~~ to create a better, more relevant collection, as well as spend collection development funds more wisely. Centralized Selection staff will work with library staff to create targets for each area of the collection and then Centralized Selection staff will monitor performance of the materials received. To support Selection even further, Centralized Selection staff will use Evidence-based Selection Planning (ESP) to create selection lists. The performance of these tools will be monitored by Centralized Selection Staff, the Library Director and designated staff.

Pioneer Room

Pioneer Room (Local History Archive) – Escondido Public Library's Pioneer Room is the primary historical research center for the community of Escondido. The Pioneer Room identifies, collects, preserves, and provides access to a non-circulating collection of records, manuscripts, and other significant resources of enduring historical, legal, administrative, and fiscal value. Documents, photographs, and other reference materials are available for researching a variety of local history topics, including historic homes and properties, biographies on people and families local to Escondido, and events pertaining to the history and development of Escondido and the surrounding region.

Scope of Collection

Approved by the Escondido Public Library Board of Trustees February 14, 2019

The Pioneer Room maintains a collection of Escondido newspapers on microform, supported by a topical file of news clippings and scrapbooks. The Library also acquires current newspapers and periodicals about Escondido, a representative selection of magazines published in Escondido, and many newsletters and other publications issued by local organizations. The Pioneer Room may also collect selected ephemera of local significance. Non-print materials include Escondido-related visual and sound recordings, slides, art works, and posters.

- Materials in the collection cover the time period after the discovery of California by the Spanish through present day. Archival holdings pertaining to pre-contact American-Indian culture, represented by drawings or photographs of the non-sacred inscriptions, which represent the historical record of indigenous culture, may also be considered.
- The collection may include materials that preserve the histories of the City of Escondido; Escondido Public Library; local clubs, organizations, schools, churches, businesses, and institutions; local customs and culture, and important local events and people.
- The Pioneer Room collects primary and secondary materials that document the history of the founding/pioneer families and other individuals who have contributed to the development of Escondido and the surrounding region to assist present and future residents in the pursuit of their family histories. This could include the history of families and/or individuals who were born or who lived in Escondido but became prominent elsewhere.
- The primary focus is on materials pertaining to early Escondido pioneers, the early Spanish and Mexican settlers, present-day community leaders, and the American Indians of the area.

The secondary focus is on the collection of materials representing Escondido and the surrounding region. Migration patterns throughout the state of California may also be included.

- The Pioneer Room selectively accepts gifts of manuscripts, collections of papers, memorabilia, or photographs, particularly when the material relates to Escondido's founding families, the City of Escondido, and its official functions. Donations to the Pioneer Room require a completed Escondido Public Library Deed of Gift form which can be obtained from Pioneer Room or Library Administration staff. Artifacts will not be collected.

Selection Criteria

The following considerations are used to evaluate materials for inclusion in the Pioneer Room collection:

- Relevance to Escondido history
- Authenticity
- Cost to preserve, process, house, and provide access
- Restrictions by donor
- Availability of metadata, including description of event/place/object, and identifying names of persons involved
- Provenance
- Security to store and display materials
- Non-duplication of material

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- Physical condition

Digitization Project

~~In an effort to maximize accessibility of library materials, the Pioneer Room will utilize outside services to digitize Times Advocate newspaper microfilm reels from 1887-1995. Times Advocate were sent to BMI Imaging Systems for digital conversion to the cloud-based system Digital Reel. This allows for full-text searching, gray-scale image enhancement.~~

Gifts and Donations

Escondido Public Library accepts gifts for the collection that fall within needed subject categories as determined by the Library Director or designee and the staff. Gift additions must meet the same selection criteria as purchased materials and are subject to the following limitations:

- Donations accepted by Escondido Public Library are considered the property of the City of Escondido;
- The Library makes the final decision on the use or other disposition of the gift and determines the conditions of display, housing, and access to the materials;
- The Library reserves the right to refuse an offered donation. All donated materials must be in good condition and free of dirt, mold, moisture, and pests;
- Donations to the Pioneer Room require a completed Escondido Public Library Deed of Gift form available from Pioneer Room or Library Administration staff;
- Monetary gifts to the collection are always welcome and may be designated as memorials;
- Monetary donations are accepted in lieu of newspapers and magazine subscription

COLLECTION DEVELOPMENT POLICY

Purpose and Scope

The Collection Development Policy guides the selection and evaluation of materials and resources that meet the current and anticipated needs of Escondido's community.

The primary responsibility of Escondido Public Library is to serve the citizens of Escondido by providing a broad choice of materials to meet their informational, educational, cultural, and recreational needs. Materials are selected to aid individuals, groups, and organizations in attaining practical solutions to daily problems and enriching the quality of life for all community members.

Public libraries' standards nationwide, budget parameters and space availability influence the Library's policy. Access to specialized and comprehensive collections that exist elsewhere in the greater San Diego area may be provided through interlibrary loan and direct referral.

Escondido Public Library offers a broad choice of circulating print and non-print materials that are selected to accommodate the diversity of tastes, reading levels, languages, and interests of users of all ages. These items come in a variety of formats such as traditional print, large print, ~~books on~~ ~~CD~~audiobooks, eBooks, on-line resources and e-Audiobooks. The Library's local history archive, the Pioneer Room, provides a non-circulating collection of materials relating to the history of Escondido.

Philosophy of Selection

In support of its mission, Escondido Public Library fully endorses the principles documented in the *Library Bill of Rights*, *Freedom to Read* and *Freedom to View* statements of the American Library Association. These three documents can be accessed online through the following links:

<http://www.ala.org/advocacy/intfreedom/librarybill>

<http://www.ala.org/advocacy/intfreedom/statementspols/freedomreadstatement>

<http://www.ala.org/advocacy/intfreedom/statementspols/freedomviewstatement>

The Library upholds the right of the individual to secure information even though the content may be controversial, unorthodox, or unacceptable to others. Race, nationality, religion, gender, ~~gender~~ ~~identity~~, sexual orientation, and political/social view will not be used as criteria for exclusion of materials. Materials available in the Library present a diversity of viewpoints enabling citizens to make the informed choices necessary in a democracy.

Responsibility for Selection

Under the general supervision of the Library Director, the Supervising Librarians are responsible for the collection development process. Centralized Collection Development staff is responsible for identifying titles for acquisition. Exceptions to this are ~~eBooks, eAudiobooks~~, periodicals and Pioneer Room materials, which are chosen by the Director or designee. All library staff and members of the public are encouraged to recommend titles for purchase. Those recommendations will be evaluated by Supervising Librarians using the same selection criteria as general purchases.

~~An electronic resources committee recommends resources for purchase.~~



Selection Criteria

All materials, whether purchased or donated, are considered in terms of the criteria listed below.

An item need not meet all of these standards in order to be added to the collection.

- Popular interest
- Contemporary significance or permanent value
- Currency of information or format
- Representation of diverse points of view
- Relationship to existing materials in collection
- Readability or ability to sustain interest
- Appropriateness of subject to the age and/or level of the intended audience
- Reputation of the author, publisher, producer, illustrator, or artist
- Creative, literary, or technical quality
- Physical condition
- Accuracy and authentication
- Critical assessments in a variety of professional journals and attention in media
- Circulation as monitored through the Library's ILS
- Cost and availability
- Relationship to materials in other area libraries
- Local emphasis
- Multiple copies of materials are purchased in response to user demand as evidenced by the number of holds, anticipated popularity, and monitoring of the collection.

* For selection criteria relating to the Pioneer Room, the Library's local history archive, see the Pioneer Room Collection Development Policy.

Website Content

Through its website, Escondido Public Library directs users to informational resources on the Internet that complement, enhance, and sometimes parallel, resources housed in the Library collection.

- **Scope and Breadth** – A limited number of links are made to internet sites based on the informational needs of the community, areas of emphasis in the collection, and local areas of interest. A particular emphasis is made on selecting sites created by governmental, educational, and non-profit entities. Links may also be made to sites created by for-profit organizations when they meet selection criteria and informational needs.
- **Selection Criteria** – Criteria for selecting sites include authority, coverage, accuracy and relevance, quality of information, organization, currency, and ease of use. Links to sites are made selectively based on the scope of the Library's website and will be deleted or removed when they are outdated or superseded by newly identified sites.

Purchase Suggestions

The Library strongly encourages input from the community concerning the collection. A suggestion procedure enables Library patrons to request that a particular item be purchased. All suggestions for purchase are subject to the same selection criteria as other materials and are not automatically

added to the collection. Purchase suggestions help the Library develop collections which serve the interests and needs of the community. Suggestions are made online through the Library's website. Suggestions for items that have not yet been published will not be accepted.

Gifts and Donations

Escondido Public Library accepts gifts for the collection that fall within needed subject categories as determined by the Library Director or designee and the staff. Gift additions must meet the same selection criteria as purchased materials and are subject to the following limitations:

- Donations accepted by Escondido Public Library are considered the property of the City of Escondido;
- The Library makes the final decision on the use or other disposition of the gift and determines the conditions of display, housing, and access to the materials;
- The Library reserves the right to refuse an offered donation. All donated materials must be in good condition and free of dirt, mold, moisture, and pests;
- Donations to the Pioneer Room require a completed Escondido Public Library Deed of Gift form available from Pioneer Room or Library Administration staff;
- Monetary gifts to the collection are always welcome and may be designated as memorials;
- Monetary donations are accepted in lieu of newspapers and magazine subscriptions;

Collection Maintenance

Maintenance of the Library's collection through constant re-evaluation by Library staff ensures its usefulness and relevancy to the community. This evaluation depends on the staff's professional expertise in assessing the needs of the community and the content of the collection. ~~Those materials determined to no longer be of value are withdrawn from the collection.~~ Materials that are outdated, have had little use, or are in poor physical condition are considered for withdrawal from the collection.

Deselecting Library Materials

Library materials are deselected (often referred to as "weeded") for one or more of the following reasons:

- Availability of information locally or digitally
- Duplication
- Subject matter is no longer timely, accurate, or relevant
- Damage or poor condition
- Insufficient use
- Research value
- Preservation and storage costs

Replacement

Replacement of deselected materials is not automatic. Library staff assess the need for replacing materials that are damaged, deselected, or otherwise lost. The decision to replace is influenced by:

- Availability of copies through other libraries
- Popular interest

- Adequacy of coverage in the subject area
- Significance in subject area
- Cost and availability to purchase

Request for Reconsideration

Library patrons who recommend the review of appropriateness or removal of a particular item in the Library collection may request and submit a *Statement of Concern about Library Resources* form ~~available from Information Desk staff~~ available on the Library's website at www.escondidolibrary.org/reconsideration. The form will be reviewed by the Library Director or designee and staff in relation to the Library's mission, vision, and values, ~~statement~~ and the selection criteria in this *Collection Development Policy*. An evaluation of review materials submitted by the patron and staff will be made in accordance with the *Reconsideration of Library Materials Policy* which is listed below and can be viewed on the Library's website. A response will be made by the Library Director or designee within 21 days of receiving the formal objection.

Reconsideration of Library Materials Policy

Recognizing the importance of intellectual freedom, the Escondido Public Library Board of Trustees fully supports the American Library Association's *Library Bill of Rights* and the Association's *Freedom to Read* and *Freedom to View Statements* and has adopted them as official library policy.

Reading is a private activity, and individuals must examine materials as to suitability for their own purposes and make their own decisions to read or not to read particular items.

As part of its mission to provide ready access to the wide diversity of ideas and information, the library strives to collect materials that provide a variety of viewpoints on issues and subjects. It recognizes that some of these may be controversial and that any given item may offend some members of the community. Selection of materials is not made on the basis of anticipated approval or disapproval, but on the basis of the principles and guidelines stated in the *Collection Development Policy*. Likewise, the library will not eliminate items purchased under due consideration solely because they displease a particular individual or group.

Library materials will not be marked or identified to show approval or disapproval of their contents, and no library materials will be sequestered, except to protect it from physical damage or theft.

Responsibility for the reading of children rests with their parents or legal guardians. Selection of library materials will not be inhibited by the possibility that books may come into the possession of children, and only parents may restrict access for their own children.

The Escondido Public Library welcomes suggestions for purchase and will research and consider any such suggestion. Purchase suggestions can be made online at www.escondidolibrary.org/purchasesuggestion.

Patrons may raise an objection to an item in the library's collection. If a complaint cannot be resolved informally, after the complainant has talked with a librarian and has seen the *Collection*



Development Policy, the following procedure will be used to consider the opinions of those persons in the community who are not directly involved in the selection process.

~~1. The library's department heads and administrators will keep on hand and make available the form, *Statement of Concern about Library Materials*, and will assist the complainant in completing it if requested. All formal objections to library materials must be made on this form.~~

1. The Library's department heads and administrators will assist patrons in accessing the *Statement of Concern About Library Resources* form at www.escondidolibrary.org/reconsideration.

2. The Library Director or designee shall review the submitted form with the Library's management staff for reevaluation of the material in question. The management staff shall recommend disposition to the Library Director or designee within 21 days.

~~2. The form shall be signed by the complainant and filed with the Library Administration.~~

~~3. Within two business days of receiving the form, the Library Director or designee shall file it with the Reconsideration Committee for reevaluation of the material in question. The Committee shall recommend disposition to the Library Director or designee within three weeks.~~

4.3. The challenged material will not be restricted during the reconsideration process.

~~5. The Reconsideration Committee shall be made up of three of the Library's department heads, a Library administrator, and a Library trustee.~~

6.4. The ~~Committee~~ management staff will have an initial meeting to:

- ~~• Distribute copies of the completed *Statement of Concern About Library Materials* form to committee members.~~
- ~~• Distribute copies of the challenged material, as available.~~
- ~~• Give the complainant an opportunity to talk about and expand on the form.~~
- ~~• Give the staff member who selected the item an opportunity to respond to the form.~~
- ~~• The Committee will make its recommendation and draft a response for the Library Director who will review it and send it to the complainant.~~
- Review copies of the completed *Statement of Concern About Library Materials* form.
- Review copies of the challenged material, as available.

- The management staff will make its recommendation and draft a response with the Library Director who will review it and send it to the complainant.

7.5. If not satisfied with the decision, the complainant may appeal to the Escondido Public Library Board of Trustees, ~~which has final authority for library policy and materials.~~

Revision of Policy

This *Collection Development Policy* will be periodically evaluated by the Library Director or designee and staff. Revision occurs to maintain a timely and relevant policy. The *Collection Development Policy* must be approved by the Library Board of Trustees in order to be adopted.

Agenda Item No. 6

Date: June 10, 2021

TO: Library Board of Trustees
FROM: John Schwab
SUBJECT: Strategic Plan Committee Update

Recommendation:

Receive information

Background:

Secretary Schwab will give an update on the status of the Strategic Plan Committee.



Escondido Public Library

MEETING AGENDA
Library Board of Trustees
Thursday, June 10, 2021
2:00 p.m.
City Council Chambers

April 2021 Statistics

Monthly Library Board of Trustees Statistics		April 2021	March 2021	February 2021
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	31,393	34,875	25,966
	eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	5,826	6,410	6,300
	Total Circulation	37,219	41,285	32,266
	Holds Satisfied	3,251	4,130	4,587
INTER-LIBRARY LOANS:		7	7	11
POPULATION & BORROWERS:		70,559	70,291	70,087
REFERENCE QUESTIONS:		4,916	4,973	3,877
LIBRARY SERVICES:		208	216	176
Library Visits		9,726	9,203	6,932
ELECTRONIC SERVICES:		1,169	1,216	792
Users of Public Internet Computers		*3251	3,546	2,955
Wireless Sessions		15,859	17,525	16,278
VOLUNTEERS:		83	56	56
Total Volunteer Hours		511	284	262
PROGRAMS:		8	13	6
Kids # of Live, Virtual Programs		77	163	74
Kids Live, Virtual Program Attendance		10	15	10
Kids # recordings of program content		543	921	575
Kids # views of recorded program content		1	1	7
Teen # of Live, Virtual Programs		7	6	7
Teen Live, Virtual Program Attendance		1	1	1
Teen # recordings of program content		135	117	131
Teen# views of recorded program content		22	17	14
Adult # of Live, Virtual Programs		311	255	277
Adult Live, Virtual Program Attendance		7	5	11
Adult # recordings of program content		172	99	169
Adult # views of recorded program content		7	2	4
Total Outreach		111	64	92
Total Outreach Attendance		31	31	21
Total # of Live, Virtual Programs		395	424	358
Total Live, Virtual Program Attendance		18	21	22
Total # recordings of program content		856	1,137	875
Total # views of recorded program content				

*Wireless data for April was lost in a wifi network software update; this is an average of Feb-March

Director's Report

In May, the Library continued to provide fun and creative programming in virtual formats. Our Youth Services Department had a very successful Virtual Tea Time with the Grand Tea Room. Louisa Magoon, owner of The Grand Tea Room, did a 15-20 minute lesson on etiquette to the 30 plus students who joined us virtually as they enjoyed tea and scones provided by the Tea Room. Several dressed in their finest tea wear and we are excited to share their etiquette lessons with each other. The tea ended with the children working on their spring crafts contributed by the Friends of the Escondido Public Library. We are looking forward to our next tea party!

Youth Services also hosted their continuous programs as well: Rhymes & Reading had 39 live attendees, Inclusive Art Club had 45 live attendees, PJ Storytime had 13 views of its recording, Toddler Tales had 7 live attendees and 95 views of its recording, R.E.A.D. Tween Book Club had 14 live attendees, Baby Lapsit had 17 live attendees and 62 views of its recording, and Storytime with the SDCDM have 17 live attendees and 54 views of its recording.

Both the Youth and Adult Services Departments joined efforts to celebrate Star Wars Day (May the 4th) with a Pop Culture Panel on Tuesday, May 4 at 1:00-2:30 p.m. on Facebook. Acclaimed panelists Lindsey Cepak, Delilah S. Dawson, Ian Doescher, Adam Rex and moderators Jessica Buck and Dan Wood, discussed everything Star Wars. It covered earlier memories of first experiencing Star Wars, favorite characters, the authors' books, the 501st Star Wars Costume Volunteer organization, and a fun debate about Ewoks vs. Wookies. Questions from the live audience were taken. This event was co-sponsored by Escondido Public Library and Mysterious Galaxy, an independent book store in San Diego.

Continuing Adult Services virtual programs continued to receive good live attendance through Zoom and Facebook. Escondido Writers Group had 19 live attendees, Comic-Con Book Club had 21 live attendees between two meetings, Between the Covers Book Club had 9 live attendees, including the book's author, Virtual Author Chat Series had 26 live attendees over three episodes, 2nd Saturday Concert had 26 live attendees and 25 recorded views, 2nd Tuesday Book Club had 10 live attendees, and Pop Culture Panel Series had 12 live attendees and 27 recorded views.

GOALS	OWNER	MILESTONES	May
CONNECT- bring people and groups together			
Provide programs for people with shared interests	Katouzian, Wood	In Progress	Rincón Literario Bilingual Book Club
Provide programs for people out in the community- not just in the library	Katouzian, Wood	In Progress	Storytime @ SDCCM, Facebook Live
Provide programs where views and opinions can be shared	Katouzian, Wood	In Progress	Rincón Literario Bilingual Book Club, Escondido Writers Group
CONNECT- through marketing			
Raise public awareness through enhanced marketing plan	Bradds, Duperry	In Progress	Shared programs and events through Social Media, eNewsletter, and print resources. More news releases sent in May including one for youth programs and one for new mural.
CONNECT- through outreach			

Support education through partnership with local schools	Katouzian, Wood	In Progress	Local schools have been using Hoopla in curriculum planning for easy access to resources.
Support the arts through partnership with California Center for the Arts	Katouzian, Wood	In Progress	We are working with area groups to share our programs and stream through each other's social media to expand our audiences.
Support community events through continued partnership with Escondido Arts and City of Escondido	Katouzian, Wood	In Progress	
CONNECT- through in library programming			
Support enrichment with expanded programs	Katouzian, Wood	On Hold	N/A during closure
CONNECT- through economic development			
Support enrichment with expanded programs	Katouzian, Wood	On Hold	N/A during closure
Invite business community to provide and attend programs	Katouzian, Wood	In Progress	Working with Deputy Director of Economic Development to develop and strategize new ways to connect the business community to the library.
Offer workforce readiness and development programs	Katouzian, Wood	In Progress	Career Program, now offering Brainfuse's JobNow and VetNow online resources
INSPIRE			
INSPIRE- quiet study through inviting space			
Reconfigure first floor to support quiet tutoring and group and individual study	Bradds	In Progress	Received estimate for new shelving and in the process of trying to secure funding.
INSPIRE- productivity through efficient space for meetings and business			
Enhance business center with technology, books and electronic resources.	Katouzian	In Progress	This is part of monthly book ordering considerations
Provide quiet space for remote workers, small business and entrepreneurs	Bradds, Katouzian	In Progress	Space is limited due to capacity limitations.
Install additional power outlets	Duperry	Complete	
INSPIRE- through excellent collection			
Increase investment in eBooks and eAudiobooks	Katouzian, Woods	Complete	We will continue to focus on developing the eMaterials collections; we have more than doubled financial

			allocation for these materials for the FY 20-21.
Provide career growth materials	Katouzian	In Progress	We continue to work with the Adult School
Expand virtual library via improved website	Duperry	Complete	The website was updated in 2020
Invite business community to provide and attend programs	Katouzian	In Progress	We continue to work with the Adult School
Provide accredited online high school diploma program	Bradds, Wood	In Progress	Working with the Adult School
Analyze collection performance and weed as appropriate	Katouzian, Wood	Complete	We finished weeding and inventory during closure
INSPIRE- through support to school communities			
Offer programs that provide opportunities for students	Wood	On Hold	We need to communicate with schools to determine if this program can continue in 2021.
Provide books, publications and materials that support home school curricula	Wood	In Progress	Purchased subjects for curriculum in science, STEM, history, and several biographies for elementary grades
INSPIRE- new skills through basic emerging technology			
Support staff competency through training and tools to better assist patrons	Bradds, Guiles	In Progress	Three staff working toward their MLS, one working toward a Bachelors, and two attending library leadership training through the State Library
Support technology learning by offering open lab time	Duperry, Katouzian	In Progress	
Support access by providing ability to print from mobile devices	Bradds, Duperry	Completed	.
GROW- services for patrons of all educational and socioeconomic levels			
GROW- Services to nonusers			
Continue to provide access to government services	Katouzian, Wood	In Progress	We provided Tax Document pick up in July and served as a ballot drop off location for the 2020 election.
Provide programs to help immigrants acclimate	Wood	In Progress	LLC currently has 107 students. Eleven are new since July.
Continue English language tutoring	Wood	In Progress	LLC continues to work with learners virtually and stay on schedule.

Continue to focus on materials in Spanish and other languages	Katouzian	In Progress	We have orders in for other language materials, but we are waiting for publishers to provide materials.
GROW- services to low-income patrons			
Remove fees to check out DVDs and books on CD	Guiles, Schwab, Bradds, Duperry	Complete	
Provide early literacy programs at WIC Offices	Wood	On Hold	We will revisit this in future reopening phases.
GROW- services beyond EPL's neighborhood			
Provide library services outside downtown	Katouzian, Wood	In Progress	Our Author chats have been viewed throughout the country and been mentioned in Publisher's Weekly
Action Step/ Kaizen Events (Any action whose output is intended to be an improvement to the existing process)			
Provide quality storytimes, training and materials to children, parents and caregivers	Wood	In Progress	Storytimes for all ages are streamed online and stored for watching in YouTube
Provide quality literacy and STEAM programs	Wood	In Progress	Virtual Lego program
Teach how to find, evaluate and use information	Katouzian, Wood	In Progress	We have offered this through virtual reference
Provide healthy learning and social opportunities for middle grade students	Wood	In Progress	Cathy has a hosted several virtual teen challenges online as part of the SRAC
Provide engaging life skills programs for teens	Wood	In Progress	Cathy created a "How to Journal" tutorial and streamed it on Facebook.

Improvement Priority Title: Key Areas of Operational Quality Improvement

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.

Action Step / Kaizen Events (Any action whose output is intended to be an improvement)

Management Owners: Dara Bradds, Katy Duperry, Dan Wood, Azar Katouzian, Ron Guiles, Mirek Gorny, Elmer Cameron, John Schwab, Carolyn Clemens Trustees

"Complete" = Action Step is Complete

"In Progress" = progress being made toward completion

"On-Target" = Action Step on-target

"Past Due" = Action Step is behind original plan. New date should be in "Planned Dates" field with original planned date reflected in Timeline fields (shading of cells). Provide descriptive remarks if appropriate. Ex. "delayed due to supplier problem", "quality defect causing delays", etc.

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.