



**JACKSON COUNTY LIBRARY DISTRICT (JCLD)**  
Dial 1-669-900-6833 to attend by phone.  
Enter Meeting ID (access code): 965 9527 6734  
Or, click the link below to attend using Zoom:  
<https://zoom.us/j/96595276734>  
September 10, 2020, at 4:00 p.m.

---

## **BOARD OF DIRECTORS MEETING AGENDA**

### **CALL TO ORDER/ROLL CALL**

### **INTRODUCTIONS / PROCLAMATIONS**

Library Card Sign-Up Month

### **CONSENT AGENDA (Action)**

1. August 13, 2020 Regular Board Meeting Minutes .....1

**ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE** (Comments will be limited to 3 minutes per individual and shall be limited to comments on non-agenda items or on agenda items that do not otherwise provide for public comment.)

### **REPORTS (Inform)**

2. Library Director Report – Kari May.....4
3. Year-End Statistical Report – Carey Hunt .....10
4. 2020 Transition Report – Kari May & Lisa Marston .....21
5. Summer Reading Report – Brystan Strong.....23

### **UNFINISHED BUSINESS (Discuss/Action)**

6. Board Committee Assignments – Kari May.....25

### **NEW BUSINESS (Inform/Discuss/Action)**

7. Collection Development Policy – Carey Hunt & Wende Glimpse .....26
8. Collections Services with UMS – Claudine Taillac .....41

### **COMMITTEE AND BOARD MEMBER REPORTS (Inform)**

Individual Board Member Reports

---

### **FUTURE MEETINGS/EVENTS/OBSERVANCES:**

October 8, 2020 – Board Regular Meeting

*The Jackson County Library District Board meets regularly at 4:00 p.m. on the second Thursday of every month at the Medford Library in the Adams Community Meeting Room, unless otherwise noticed. You may find proposed agendas and prior meeting minutes at [www.jcls.org](http://www.jcls.org). If you have further questions or would like to be added to the email notification list, please contact Executive Assistant, Denise Menicucci, at 541-774-8679 or [dmenicucci@jcls.org](mailto:dmenicucci@jcls.org).*

*If a physical accommodation is needed to participate in a Jackson County Library District meeting, please contact Denise Menicucci at 541-774-8679. Notification of at least 48 hours prior to the meeting, preferably in writing, will assist us in providing reasonable accommodation.*



---

## MINUTES

### ATTENDEES

Present at the meeting were, Board Members Cathy Shaw (President), Eric Dziura (Vice President), Jill Turner, George Prokop and Susan Kiefer.

Additional attendees: Kari May (Library Director), Carey Hunt (Assistant Director, Support Services), Claudine Taillac (Assistant Director, Public Services), Lisa Marston (Assistant Director, Administrative Services); Brynn Fogerty (HR Manager), Ryan Bradley, (Marketing Coordinator), Kristin Anderson (Bear Creek Area Manager, Ashland Branch Manager), Crystal Zastera (Operations Coordinator), Jacquelyn Bunick (Legal Counsel), Denise Menicucci (Administrative Assistant), and SOHS archivist Kira Lesley.

### CALL TO ORDER/ROLL CALL

President Shaw called the meeting to order at 4:00 p.m.

### CONSENT AGENDA

**MOTION:** Director Kiefer moved to approve the May 11<sup>th</sup> Budget Committee Meeting Minutes, the June 11<sup>th</sup> Regular Board Meeting Minutes, the June 25<sup>th</sup> Special Board Meeting Minutes, the July 9<sup>th</sup> Regular Board Meeting Minutes and the Preliminary July Statement of General Fund Revenues & Expenditures. Director Turner seconded the motion. The motion was approved unanimously.

Director Turner requested that the Preliminary July Statement of General Fund Revenues & Expenditures be pulled from the consent agenda. A short discussion followed, with Director Turner suggesting that a monthly financial report not be expected in July so staff can focus on closing the prior fiscal year.

**MOTION:** Vice President Dziura moved to approve the Preliminary July Statement of General Fund Revenues & Expenditures. Director Turner seconded the motion. The motion was approved unanimously.

### ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE

None.

### REPORTS

#### Library Director's Report

Favorable comments were made from board members about the Director's Report including a "shout out" to Ms. Strong on her article in the OLA Quarterly. Some questions were asked about why some of the branches were not open full time and enforcement of patron's wearing masks. The smaller branches are open full time. The main branches are open part-time. Overall, things have gone very smoothly. A few patrons expressed anger and left when asked to wear masks but the majority of patrons understand the situation and are happy the branches are open. Also, face shields are available for patrons who cannot wear masks.

### **Quarterly Statistical Report**

The board members were appreciative of the effort and importance of collecting and compiling the statistics for the Q4 report. Questions and comments were raised about the decrease in the number of new patrons in Q4 FY20 from Q4 FY19, the decrease in hours for Digital Services during June, concern for increasing circulation and a decline in virtual visits by patrons. It was pointed out that the library was closed for six weeks and the decrease in virtual visits went down 3%, which is not a bad statistic considering the situation of the pandemic. It shows that our users are consistent. The statistics from this report will serve as a baseline and will be compared to remaining quarters in 2020 and 2021 to track and watch trends and answer questions about decreases, increases and why they occurred.

### **SOHS Quarterly Report**

Ms. Lesley provided a summary of the SOHS Quarterly Report. It was mentioned that engaging more senior members that aren't familiar or comfortable with digital materials is a challenge. A suggestion was made to pair SOHS with the library and have Digital Services provide tools to help assist the seniors.

### **Transition Roadmap**

Ms. May reviewed the remaining key milestones. It was noted that the construction timeline for completing the remodeling of Medford's second floor would be available the following week and that there would be some additional costs.

### **UNFINISHED BUSINESS**

#### **Eagle Point Easement Transfer and Driveway Maintenance IGA**

**MOTION:** Director Turner moved to approve the agreement. Director Prokop seconded the motion. The motion was approved unanimously.

#### **Resolution 2021-03: Establishing a Governmental Money Purchase Plan and Trust**

**MOTION:** Vice President Dziura moved to approve the 401(a) retirement plan. Director Turner seconded the motion. The motion was approved unanimously.

#### **Resolution 2021-04: Establishing a 457 Governmental Deferred Compensation Plan**

**MOTION:** Director Kiefer moved to approve the 457 retirement plan. Director Turner seconded the motion. The motion was approved unanimously.

### **NEW BUSINESS**

#### **Recommendation Regarding Name of District**

**MOTION:** Director Prokop moved to approve the District's name as Jackson County Library Services. President Shaw seconded the motion. There was discussion (pros and cons) by board members, Ms. May and Ms. Bunick regarding the use of one name for the District: "Jackson County Library District" (JCLD) or "Jackson County Library Services" (JCLS). Both names have been used since the District was formed. A consensus was not reached. Director Turner withdrew the motion.

#### **Intergovernmental License Agreement with Jackson County for Ballot Box Placement**

**MOTION:** Director Turner moved to approve the agreement for placement of ballot boxes at the Ashland, Phoenix, Rogue River and Eagle Point branch libraries. Vice President Dziura seconded the motion. The motion was approved unanimously.

#### **Friends Space Use Agreement Template**

**MOTION:** Vice President Dziura moved to approve the agreement template which will be used to outline specific usage of library space by the Friends for each branch library. President Shaw seconded the motion. The motion was approved unanimously.

**COMMITTEE AND BOARD MEMBER REPORTS**

Ms. May and Director Kiefer mentioned a successful first committee meeting with members of the Foundation and Jackson County Library Services Relationship Committee. They had no recommendations at this time but believe the committee will be made permanent.

**FUTURE MEETINGS/EVENTS/OBSERVANCES**

The annual Board Planning Meeting will begin tomorrow, Friday August 14-15, 2020.  
The Library Card Sign-up month will take place throughout September 2020.  
The next regular Board meeting will be held on Zoom, Thursday, September 10th, 2020.

**ADJOURN**

President Shaw adjourned the Regular Board Meeting at 5:45 p.m.

/s/ Denise Menicucci  
Recording Secretary



## Director's Report September 2020

### Branches – Library Services

Branch hours and operations at Stage 5 stayed the same through the month of August. Since Governor Brown has placed Jackson County on the watch list, managers have started to discuss what alterations would need to be made if the libraries need to return to Stage 4. Whereas initially only the four regional libraries offered computer use, because of demonstrated need for patrons county-wide to use computers for important purposes, this service would likely be expanded to all branches. Students have already visited some of the branches to copy or print schoolwork, a service that JCLS is offering free to students. The Ashland Adult Services team assisted a teacher who is new to using her school's online teaching platform Blackboard. They introduced her to the "Practice" feature and helped her learn how to upload graded assignments. System-wide, branches continue to assist patrons with applications for United Way's Covid-19 Recovery Fund, schedule appointments at the DMV, create résumés, fax and scan documents, and register to vote. One patron in Rogue River used her computer session to type a list of all of her possessions because she had lost her home to a fire.

Compliance with wearing face coverings ebbs and flows, and staff continue to need to have difficult conversations with patrons who refuse to wear face coverings at all or wear them improperly. Refusing to comply with Library policy is a violation of the Rules of Conduct, and there have been a few instances where law enforcement has been called. Patrons are always given the option of utilizing Front Door Service in these instances. Other patrons who are lonely or struggling emotionally rely on conversations with staff for much-needed interaction.

Ruch Branch Manager Thalia Truesdell is offering individual storytimes to children who visit the library in order to maintain a connection. Some of the teachers of younger grades at the Ruch elementary school will be using the library to meet in person, physically distanced, with a few students at a time, as opportunities for the younger students to get to know their teachers face-to-face is important, and online only instruction is especially hard for them. With limited hours and limited occupancy during open hours still in effect, almost all branches have observed many patrons using the branches' wifi while sitting outside on the lawns or in their cars, and they often express their gratitude at being able to access wifi this way.

Branch Managers and support staff are incredibly observant of their surroundings and reach out to offer assistance to patrons often before they are asked. Examples of this are when Shady Cove Branch Manager Marion Mensing helped two people traveling by foot who needed to charge their phones, and then she gave them a map of the area when she realized they did not have one. Ms. Mensing also noticed a teen outside of the library, approached him to see if he

would like an electromagnetic kit, for which he was grateful. Eagle Point Library Associate Sheila Fortman-Craun noticed that firefighters were setting up camp at the middle school and gathered some donation books and delivered them. Assistant Director Claudine Taillac noticed a Medford patron who seemed to have a question, and when she asked if she could assist, the patron said that the DVDs must not be out for browsing for safety reasons. When Ms. Taillac told her that they were, in fact, available for browsing but had been relocated upstairs, the patron told Ms. Taillac that she had been placing holds and was thrilled to know that she could browse them. Due to the pandemic and loss of income, she had to give up her cable and was relying solely on DVDs from the library. Staff have been creating relevant displays on voting and using displays to showcase local artists and parts of the collection that patrons may not realize exist.

Adult Services Librarian Carrie Tannehill led a valuable “Career Accelerator” staff training on a helpful database for job seekers. That same day, Eagle Point Library Associate Nicole Shuey put this new knowledge to use while helping a patron who was starting a job search. Central Point Branch Manager Marne Kapule attended the city-wide yard sale and registered fifteen new patrons, each who received a donated book. Area Manager Kristin Anderson was invited to facilitate the keynote at *School Library Journal’s* national virtual event on August 5th. Ms. Anderson facilitated a discussion with authors Ibi Zoboi and Yusef Salaam, who is one of the Exonerated Five.

Adults, teens, and children came into the library at the end of the month to pick up their SRP prizes and books, expressing many thanks for the special role the program played for them during this strange summer. Ashland teens are also grateful for the new set up that IT created, which allows for all of the teen computers to be available safely. IT also provided a more powerful computer to test out the video game *Fortnite*, to see how popular it is with the teens.

## **Library Administration**

### ***Name Change***

After further review with Jacqueline Bunick, Legal Counsel, it was determined that Jackson County Library Services can continue to operate as such while also retaining Jackson County Library District as the legal name of the Special District. Ms. Bunick observed that there are a few minimal risks to continuing to use both names. One is the Oregon tort claim issue that she pointed out in the memo to the Board last month. Ms. Bunick recommends making a stronger linkage between the two names to make it clear that Jackson County Library District is operating as Jackson County Library Services. Marketing will update language on the website, in press releases, and in other areas as they are identified. Additionally, staff will make sure that all contracts are made with Jackson County Library District named.

### **Action Plan**

The Administration Team has started to outline the objectives for the focus areas that the Board identified during the annual planning retreat in August. The focus areas are Health, Learning, and Civic Duty. Several activities and projects already underway fit well into these areas, and staff are looking forward to putting together this plan, which will be brought to the Board in October.

### **Ballot Boxes**

Director Cathy Shaw reached out to County Clerk Chris Walker to see if a ballot drop-off box could be installed at the Medford Library. The County had been discussing the addition of one or two more ballot boxes, and so the call came at the perfect time. Within two hours of their conversation, Ms. Walker had visited the library parking lot, reached out to Director May to verify installation location, and by Monday, August 31, the box had been installed. The Medford Ballot Box was added to the Intergovernmental license agreement with the County.

Director Shaw wrote an op-ed piece that appeared in the Mail Tribune:

<https://mailtribune.com/opinion/guest-opinions/voting-by-mail-is-an-oregon-tradition>, and a story on the new drop box location was front page news in the Thursday, August 27 edition: <https://mailtribune.com/opinion/guest-opinions/voting-by-mail-is-an-oregon-tradition>.

### **Patron Point**

The email marketing automation platform *Patron Point* is a new tool that JCLS will be using to increase effective communication with patrons via email. Marketing Coordinator Ryan Bradley and Assistant Director Claudine Taillac have created an implementation plan for rolling out the various types of communications. Mr. Bradley will be attending the next Circulation Committee meeting where lists of library resources that will be promoted through these emails, on a rotating basis, will be determined. Eventually all JCLS e-newsletters will be delivered via *Patron Point*, which provides professionally designed templates for email messages and newsletters.

### **Medford Renovation**

The Medford renovation project started again the week of August 31. In addition to the second floor renovations, the Friends of the Medford Library are relocating within the library. Facilities Maintenance staff are making changes to the former Foundation office space so that the Friends can set up in that space, and additional storage space on the main level. The Mezzanine will be the main storage area for the library.

### **Support Services**

Support Services staff will be busy over the next six months leading two large projects that kick off in September.

### **Integrated Library System (ILS)**

The Integrated Library System Request for Proposal closed at the end of August, with responses from six vendors. The ILS committee consists of both Support and Public Services staff:

Technical Services Supervisor Ashley Johnson is the chair with six other members: Ashland

Circulation Supervisor Alyssa Drake, Assistant Director of Support Services Carey Hunt, Digital Services Supervisor Eric Molinsky, Library Associate Jessica Dunn, Collection Development Librarian Wende Glimpse, and Branch Manager Lorna Hilke. Additional advisory, non-voting members include representatives from Rogue Community College and Josephine Community Library. The committee will spend the next two weeks scoring the proposals and narrowing the field to those vendors that will be invited to provide a live online demonstration of their products. The next committee meeting is September 14, where the decision on the top vendors will be made. Demonstrations will be scheduled toward the end of September, with a recommendation anticipated to be brought before the Board at the October meeting.

### **Website Redesign**

An Invitation to Bid (ITB) for a redesign of the Library website was sent out in September to three web designers with extensive library website development experience. The Website Redesign Committee consists of Youth Services Coordinator Brystan Strong, Ms. Hunt, Adult Services Coordinator Carrie Turney Ross, Library Associate Emily Dunkel, Digital Services Specialist Nicole Vukcevic, and Marketing Coordinator Ryan Bradley. The members searched the web for exceptional library websites, reached out to vendors, and created lists of expectations and needs for a new website, such as a Children's and separate Teen's areas, along with resource guides on "must have" services for the community to meet the objects and goals of JCLD.

### **Adult Services**

The Adult Services team continued to present virtual programs throughout August, including six book clubs and three programs for small business owners.

Adult Services Librarian Ken Loders lead a discussion of the novel *The Plague* by Albert Camus. Participants engaged in a lively discussion about the themes and characters, as well as the many connections to current situation with COVID-19. In the post-program survey, one participant commented, "It was good to give and receive feedback from others about the reading. Made the experience more interesting."

JCLS partnered with Central Art Supply in Medford to provide patrons with a hands-on, virtual art class. The *Watercolor DIY Greeting Cards Take & Make* for adults was attended by twenty patrons who picked up their supplies at various JCLS branches and then logged into the Zoom meeting. One patron, responding to the post-program survey, commented, "The take and make kits with pre-registration and a class to go with them are excellent! I'd love to see more for both adults and kids." Partnering with an outside organization had the desired effect of attracting some participants who are new to library programs.

The most highly attended program for adults was *Windows in Time: Our Search for Historical Markers in Jackson County*, presented by Ashland residents Linda and Peter Kreisman. Forty-one people attended the Kreisman's talk about their adventures to locate 97 historic markers in Jackson County. Although Peter and Linda did not have time to share all of the markers that



they discovered, they did highlight specific railroad, mining, agriculture, law enforcement, military, and Native America markers through photographs and antidotes.

Business Librarian Elanna Erhardt partnered with Founder and Chief Advocate of Revolution Benefits Group, Joel Daniels, for *Resilient Reads*, the book club with a business-owner focus. Mr. Daniels led a relevant discussion about his experience of business, resilience, race, and the challenges of COVID-19. Benefits to participants were a better understanding of the interdependence of businesses and library resources that Ms. Earhardt provided, as well as information about setting up individual appointments for assistance with business needs.

Library Specialist Carolyn Maloney, Library Associate Paula Bandy Hickman, and Branch Manager Christine Grubb continue to serve as Census Ambassadors for the JCLS Census Assistance Center program. In August, they traveled to twelve branches to spread the word about the 2020 Census and help patrons access the online questionnaire. They interacted with more than 70 patrons and assisted those who had not yet completed the questionnaire.

At Home Services Specialists Kateri Warnick and Chantel Ullrich sent materials by mail to 112 patrons. Additionally, they added five new patrons to the service, with three of those being new library card holders. One of the new patrons, who turns 103 in September, said this is their first time ever having a library card. Ms. Ullrich began sending cards to patrons celebrating their birthdays in August, even those who are on hold for the service at this time. One patron, who had dropped off of the service, was so excited to receive the birthday card that she asked to start receiving books by mail again.

### ***Youth Services***

Youth Services Coordinator Brystan Strong, Head of Digital Services Eric Molinsky, and Assistant Director Claudine Taillac met with the Director of School Improvement Mark Angle-Hobson, and CIO Coree Kelly from the Southern Oregon Education Service District to discuss how JCLS can best assist the public-school districts and the families in the county while distance learning is in effect. The first stages of this partnership are in progress and include creating book lists, compiling resources, investigating options for student-only hours at some libraries, and updating the Library's website to be more focused on "learning at home" for families and students. More discussion will happen at a meeting in September with the SOESD Curriculum Directors.

After streamlining the Baby's First Book program, Jackson County Library Foundation had a surplus of bilingual and Spanish-only board books that needed to be repurposed. Outreach to Childcare's Bilingual Early Literacy Specialist Megan Pinder reached out to various local contacts and selected two organizations that could ensure the books will continue to serve their intended purpose to "create lifelong readers and library users." The Jackson County Early Intervention/Early Childhood Special Education program, which provides specialized services to infants, toddlers, and preschool children with developmental delays or disabilities in Douglas

and Jackson counties, received 290 books. The Southern Oregon Midwifery Council received a donation of seventy books.

A child care site enthusiastically received several outdoor storytimes over the summer presented by OCC Library Specialist Nancy Peterson. The groups of ten or fewer, plus their adult leaders, ranged in age from preschool to third grade. Everyone had fun with stories, songs, and fingerplays. No troubles were encountered with the requirement for physical distancing, as this site was accustomed to outdoor presentations and to adhering to safety requirements.

# Year End Statistical Report FY20

July 2019 – June 2020



## Narrative

**Circulation:** Overall Circulation year-to-date has decreased by 15.56%. As explained in the August's Board Report, the fourth quarter saw a decrease in overall circulation by 42%. Covid-19 notwithstanding, the Library was trending towards an increase in total circulation for FY20. Digital circulation has increased by 30%, due to the partial closure and patrons' subsequent increased usage of digital content.

**Library Users:** Overall new users have decreased by 6.65% over FY20. Again, this can be attributed to Covid-19 and the branch closures. However, the number of eCards issued has increased by 32%. This is good news in that Library patrons are becoming more familiar with digital resources. Another highlight is that active users have increased this year over last year by 5.9%. Although new users have fallen off this year, the Library retained more of its existing users.

**Digital Users:** This is a new metric that the Library will continue to report on annually. Although it is true that Digital Users for Overdrive could very well be the same users for Hoopla, and Kanopy, this new benchmark will provide the means to measure growth by comparing the monthly average, rather than a total of the year. The average monthly circulations were added to give context to the number of digital users.

**Database Usage:** Overall database usage went up by 495%. This increase was primarily due to the usage of the A-Z Database which saw an increase of 1422%. Again, all database usage is based on articles or records downloaded. A-Z is a very popular database due to the Business Librarian's work in the community with local businesses and the Chamber of Commerce connections. Analyzed outside of this report, a comparison of A-Z users from FY19 to FY20, shows an increase of 65%. Another database that has seen a significant increase is Mango Languages. The months of October through March saw the largest increases, which coincide with promotional campaigns launched by the Marketing department. Another annual benchmark introduced this year is Cost Per Use (CPU). The overall CPU is very low at \$0.15 per use, which indicates JCLS users enjoy and appreciate the resources the Library offers. The two highest CPU resources are Brainfuse resources, which include live tutors. The Library will be focusing energies on promoting these resources in the coming months.

**Programs & Outreach:** Changes to FY20 statistical reporting brings them more in-line with State Reporting needs. This coming fiscal year, the library will continue to report "programs" (considered In-Library events) and attendance based on age group, but will also gather Outreach programs by age group. The State includes Outreach programs in overall programming numbers, not separately, hence to change to how the Library gathers the numbers. Youth Services, Adult Services and Support Services met to establish statistical guidelines for programming going forward. All live programs, whether they be via Zoom or in person, will be considered "In Library" programming. Video recordings and Make & Take activities will be counted as Outreach programs. Once in-library services are fully restored,

online and video events will continue to take place as Library patrons have come to enjoy them, and these types of programming reach those who cannot come into the library.

**Library Visits:** Library visits saw a 27% decrease overall. The majority of this decrease can be attributed to the effects of Covid-19 and the library system having to go through the process of closing, and then slowly reopening with limited access for the public. For the same reason, Virtual visits, including the JCLS website and catalog, increased by 17%. The discrepancy between Library and Virtual visits could be attributed to those users who do not have internet access or are not comfortable with technology.

## Circulation - Physical & Digital

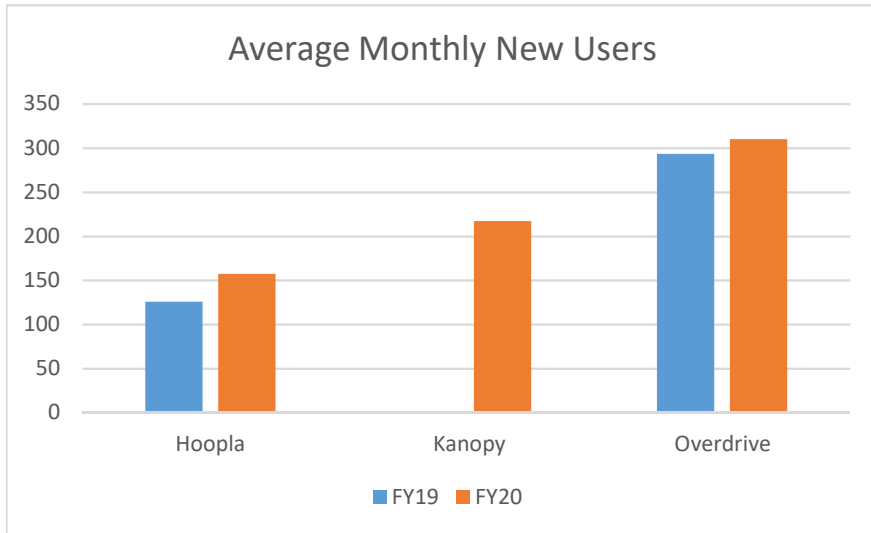
Standard Weekly Hours Open	Population by Service Area	Branch	YTD FY19	YTD FY20	Increase/Decrease	% of Change
12	1,085	Prospect	16,441	11,690	(4,751)	-28.90%
10	1,288	Butte Falls	6,756	4,835	(1,921)	-28.43%
16	1,397	Applegate	27,017	22,067	(4,950)	-22.43%
18	3,865	Ruch	31,404	26,162	(5,242)	-16.69%
18	5,291	Gold Hill	31,380	22,096	(9,284)	-29.59%
24	5,522	Jacksonville	66,987	56,379	(10,608)	-15.84%
18	6,934	Shady Cove	28,910	22,098	(6,812)	-23.56%
36	8,984	Talent	120,743	88,789	(31,954)	-26.46%
28	10,030	Rogue River	92,486	68,764	(23,722)	-25.65%
22	10,529	Phoenix	54,442	38,832	(15,610)	-28.67%
22	11,162	White City	35,911	25,342	(10,569)	-29.43%
28	12,255	Eagle Point	73,538	62,487	(11,051)	-15.03%
40	26,491	Ashland	436,654	344,253	(92,401)	-21.16%
36	27,233	Central Point	158,369	124,698	(33,671)	-21.26%
40	87,134	Medford	602,431	479,244	(123,187)	-20.45%
<b>368</b>	<b>219,200</b>	Sub Total-Physical	1,783,469	1,397,736	(385,733)	-21.63%
		Sub Total-Digital	236,704	307,804	71,100	30.04%
		Sub Total-LOT	0	197	197	0.00%
		<b>TOTALS</b>	<b>2,020,173</b>	<b>1,705,540</b>	<b>(314,436)</b>	<b>-15.56%</b>

New Patrons						
Standard Weekly Hours Open	Population	Branch	YTD FY19	YTD FY20	Increase/Decrease	% of Change
12	1,085	Prospect	31	37	6	19.35%
10	1,288	Butte Falls	13	26	13	100.00%
16	1,397	Applegate	45	46	1	2.22%
18	3,865	Ruch	137	117	(20)	-14.60%
18	5,291	Gold Hill	143	126	(17)	-11.89%
24	5,522	Jacksonville	278	272	(6)	-2.16%
18	6,934	Shady Cove	160	155	(5)	-3.13%
36	8,984	Talent	394	263	(131)	-33.25%
28	10,030	Rogue River	378	377	(1)	-0.26%
22	10,529	Phoenix	219	171	(48)	-21.92%
22	11,162	White City	299	264	(35)	-11.71%
28	12,255	Eagle Point	506	402	(104)	-20.55%
40	26,491	Ashland	1,728	1,651	(77)	-4.46%
36	27,233	Central Point	948	823	(125)	-13.19%
40	87,134	Medford	3,553	3,515	(38)	-1.07%
<b>368</b>	<b>219,200</b>	<b>TOTALS</b>	<b>8,832</b>	<b>8,245</b>	<b>(587)</b>	<b>-6.65%</b>

Active Users						
Standard Weekly Hours Open	Population	Branch	YTD FY19	YTD FY20	Increase/Decrease	% of Change
12	1,085	Prospect	416	418	2	0.48%
10	1,288	Butte Falls	293	291	-2	-0.68%
16	1,397	Applegate	517	470	-47	-9.09%
18	3,865	Ruch	1252	1260	8	0.64%
18	5,291	Gold Hill	1445	1472	27	1.87%
24	5,522	Jacksonville	2744	2611	-133	-4.85%
18	6,934	Shady Cove	1892	1921	29	1.53%
36	8,984	Talent	4881	4715	-166	-3.40%
28	10,030	Rogue River	4466	4531	65	1.46%
22	10,529	Phoenix	2630	2620	-10	-0.38%
22	11,162	White City	4230	4378	148	3.50%
28	12,255	Eagle Point	5303	5400	97	1.83%
40	26,491	Ashland	18469	17895	-574	-3.11%
36	27,233	Central Poi	8365	8563	198	2.37%
40	87,134	Medford	37659	43615	5956	15.82%
<b>368</b>	<b>219,200</b>	<b>TOTALS</b>	<b>94562</b>	<b>100160</b>	<b>5598</b>	<b>5.92%</b>

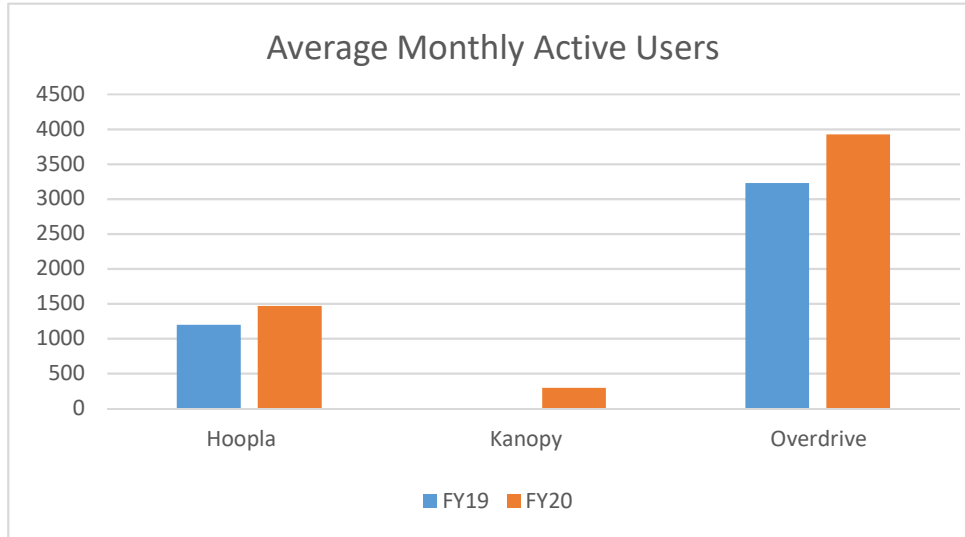


New Digital Users Monthly Average				
Monthly Average	FY19	FY20	Increase/ Decrease	% of Change
Hoopla	126	158	32	20.11%
Kanopy	0	217	217	100.00%
Overdrive	293	310	17	5.45%



### Active Digital Users Monthly Average

Average Monthly Active Users	FY19	FY20	Increase/D ecrease	% of Change	Average Circs Per Month	Circulation per Users
<b>Hoopla</b>	1199	1469	270	18.39%	5732	3.90
<b>Kanopy</b>	0	296	296	100.00%	2278	7.69
<b>Overdrive</b>	3228	3926	697	17.77%	19059	4.86



<b>Database Usage</b>				
<b>Database Name</b>	<b>YTD FY19</b>	<b>YTD FY20</b>	<b>Increase/ Decrease</b>	<b>% of Change</b>
Ancestry	8,297	18,219	9,922	120%
A-Z Databases	41,731	634,967	593,236	1422%
Brainfuse - HelpNow	972	790	(182)	-19%
Brainfuse - JobNow	688	375	(313)	-45%
Candid-FDO	0	197	197	100%
Cengage - Chilton Library	949	433	(516)	-54%
EBSCO All Other	4,021	4,255	234	6%
EBSCO Novelist Plus	7,980	4,344	(3,636)	-46%
Gale All Other	2,968	2,119	(849)	-29%
Heritage Quest	21,869	12,385	(9,484)	-43%
Learning Express	385	299	(86)	-22%
Mango	4,477	8,177	3,700	83%
Niche Academy	1,776	3,014	1,238	70%
Value Line	19,966	14,444	(5,522)	-28%
<b>TOTALS</b>	<b>116,079</b>	<b>704,018</b>	<b>587,939</b>	<b>506%</b>

<b>Cost Per Use</b>	
<b>Annual Cost</b>	<b>CPU</b>
\$ 7,200.00	\$ 0.40
\$ 13,000.00	\$ 0.02
\$ 11,500.00	\$ 14.56
\$ 11,500.00	\$ 30.67
\$ 5,995.00	\$ 30.43
\$ 4,200.00	\$ 9.70
\$ -	\$ -
\$ 15,638.00	\$ 3.60
\$ -	\$ -
\$ 3,800.00	\$ 0.31
\$ -	\$ -
\$ 13,000.00	\$ 1.59
\$ 3,900.00	\$ 1.29
\$ 15,700.00	\$ 1.09
<b>\$ 105,433.00</b>	<b>\$ 0.15</b>

Number of Programs				
In-Library Programs	YTD FY19	YTD FY20	Increase/ Decrease	% of Change
Pre-Kindergarten	1,158	1,214	56	5%
Children	1,415	801	(614)	-43%
Teen	474	332	(142)	-30%
Adult	1,497	565	(932)	-62%
<b>Total Programs</b>	<b>4,544</b>	<b>2,912</b>	<b>(1,632)</b>	<b>-36%</b>
Outreach Services	YTD FY19	YTD FY20	Increase/ Decrease	% of Change
Pre-Kindergarten	649	565	(84)	-13%
Children	149	243	94	63%
Teen	0	26	26	0%
Adult	59	121	62	105%
<b>TOTAL Programs &amp; Outreach</b>	<b>857</b>	<b>955</b>	<b>98</b>	<b>11%</b>

Program Attendance				
In-Library Programs	YTD FY19	YTD FY20	Increase/ Decrease	% of Change
Pre-Kindergarten	15,092	16,683	1,591	11%
Children	28,200	15,347	(12,853)	-46%
Teen	5,818	3,368	(2,450)	-42%
Adult	37,517	7,015	(30,502)	-81%
<b>Total Program Attendance</b>	<b>86,627</b>	<b>42,413</b>	<b>(44,214)</b>	<b>-51%</b>
Outreach Services	YTD FY19	YTD FY20	Increase/ Decrease	% of Change
Pre-Kindergarten	7604	7496	(108)	-1%
Children	6550	5765	(785)	-12%
Teen	0	0	0	0%
Adult	2,700	3310	610	23%
<b>TOTAL Programs &amp; Outreach</b>	<b>16,854</b>	<b>16,571</b>	<b>(283)</b>	<b>-2%</b>

Library Visits						
Hours Open	Population	Branch	YTD FY19	YTD FY20	Increase/ Decrease	% of Change
16	1,397	Applegate	16,437	9,618	(6,819)	-41.49%
40	26,491	Ashland	182,112	148,560	(33,552)	-18.42%
10	1,288	Butte Falls	4,687	3,583	(1,104)	-23.55%
36	27,233	Central Point	59,537	46,879	(12,658)	-21.26%
28	12,255	Eagle Point	35,800	25,859	(9,941)	-27.77%
18	5,291	Gold Hill	18,036	11,972	(6,064)	-33.62%
24	5,522	Jacksonville	32,869	27,179	(5,690)	-17.31%
40	87,134	Medford	304,252	203,820	(100,432)	-33.01%
22	10,529	Phoenix	30,940	24,495	(6,446)	-20.83%
12	1,085	Prospect	6,490	4,951	(1,539)	-23.71%
28	10,030	Rogue River	47,902	35,024	(12,878)	-26.88%
18	3,865	Ruch	21,052	14,314	(6,739)	-32.01%
18	6,934	Shady Cove	17,397	11,726	(5,671)	-32.60%
36	8,984	Talent	68,718	46,353	(22,366)	-32.55%
22	11,162	White City	31,517	24,454	(7,063)	-22.41%
<b>368</b>	<b>219,200</b>	<b>TOTALS</b>	<b>877,742</b>	<b>638,783</b>	<b>(238,960)</b>	<b>-27.22%</b>

Virtual Visits				
Access Point	YTD FY19	YTD FY20	Increase/ Decrease	% of Change
Catalog	153,770	353,484	199,714	129.88%
Library of Things	0	19,343	19,343	100.00%
Website	552,822	452,754	-100,068	-18.10%
<b>TOTAL Visits</b>	<b>706,592</b>	<b>825,581</b>	<b>118,989</b>	<b>17%</b>

## Transition milestones in process or completed within the last month

### Jackson County Library District - 2020 Roadmap

Report Date: 9/3/2020

Big Rocks	Key Milestone	Responsible	Scheduled		New	Status	Notes / Task Owners
			Start	Stop	Actual		
<b>Staffing</b>	Hire Library Administration Staff	LD, HR	Mar-20	May-20	Aug-20	<b>Completed</b>	Exec Asst position filled 8/26/20
<b>Human Resources</b>	Approve Retirement Plans	Board	Jun-20	Jun-20	Aug-20	<b>Completed</b>	August 13, 2020
	Production Assistance - Personnel Management	Tyler, HR	Oct-20	Oct-20	Sep-20	On target	
	Acceptance of Production - Employee Self Service	Tyler, HR	Oct-20	Oct-20	Sep-20	On target	
	Implement Incode 10 Personnel Management	Tyler, Finance/HR	May-20	Jun-20	Oct-20	On target	
<b>Finance</b>	Perform Parallel Payroll	Tyler, Finance/HR	Sep-20	Sep-20	Sep-20	<b>Completed</b>	August 31 - September 3, 2020
	Production Assistance - Financial Management	Tyler, Finance	Oct-20	Oct-20	Oct-20	On target	
	Acceptance of Production - Financial Management	Tyler, Finance	Oct-20	Oct-20	Oct-20	On target	
	Implement Incode 10 Financial Management	Tyler, Finance	May-20	Jun-20	Oct-20	On target	
<b>Medford Renovation</b>	Medford renovation construction - phase 2	Contractor	Mar-20	Jun-20	Jan-21	<b>Behind schedule</b>	New dates: Sep 2020 - Jan 2021
	Renovation construction - second floor	Contractor	Sep-20	Jan-21	Jan-21		
	Furniture installation - second floor	Contractor	Sep-20	Jan-21	Jan-21		
	Construction completed - move into new spaces	Staff	Sep-20	Jan-21	Jan-21		

## Completed Transition Milestones

### Jackson County Library District - 2020 Roadmap

Report Date: 9/3/2020

Big Rocks	Key Milestone	Responsible	Scheduled		New	Status	Notes / Task Owners	
			Start	Stop	Actual			
Staffing	Approve hiring Kari May as JCLS Library Director	Board	Jul-19	Jul-19		Completed	July 12, 2019	
	Approve Kari May's employment contract	Board	Dec-19	Dec-19	Jan-20	Completed	January 9, 2020	
	Hire HR Manager - recruitment by HR Answers	LD, DA	Dec-19	Mar-20	Feb-20	Completed	February 24, 2020	
	Hire Administrative Services Staff	AD-AS, HR	Mar-20	May-20	Jul-20	Completed		
	Hire Public Services Staff	AD-PS, HR	Mar-20	May-20	Jun-20	Completed		
	Hire Support Services Staff	AD-SS, HR	Mar-20	May-20	Jun-20	Completed		
Communication	Provide initial letter to library staff	LD, LS&S, Board	Jul-19	Jul-19		Completed	July 29, 2019	
	Provide update to staff on Staff Training Day	LD, LS&S, Board	Sep-19	Sep-19		Completed	September 18, 2019	
	Provide quarterly update to staff	LD, LS&S, Board	Oct-19	Oct-19	Nov-19	Completed	November 7, 2019	
	Provide first set of answers to FAQs	LD	Feb-20	Feb-20		Completed	February 21, 2020	
	Provide weekly update to staff	LD, LS&S, Board	Jan-20	Jun-20		Completed		
	Provide additional answers to FAQs	LD, HR	Mar-20	May-20		Completed		
Human Resources	Approve contract with HR Consultant	Board	Sep-19	Sep-19		Completed	September 12, 2019	
	Job market analysis, total compensation survey	HR Consultant	Sep-19	Oct-19	Nov-19	Completed	November 14, 2019	
	Present salary/benefits recommendations to Board	HR Consultant	Oct-19	Oct-19	Nov-19	Completed	November 14, 2019	
	Present HR staffing recommendations	HR Consultant	Nov-19	Nov-19		Completed	November 14, 2019	
	Approve HR staffing recommendations	Board	Nov-19	Nov-19		Completed	November 21, 2019	
	Approve HR information system	Board	Nov-19	Nov-19		Completed	November 21, 2019	
	Approve salary schedule	Board	Nov-19	Nov-19	Feb-20	Completed	February 13, 2020	
	Approve employee benefits	Board	Nov-19	Nov-19	Feb-20	Completed	February 13, 2020	
	Present draft Employee Handbook to Board	HR, LD, DA	Mar-20	Mar-20		Completed	April 9, 2020	
	Approve Employee Handbook	Board	Jan-20	Jan-20	Apr-20	Completed	April 23, 2020	
	Approve Premium Conversion Plan (Section 125)	Board	Apr-20	Apr-20		Completed	April 9, 2020	
	Finance	Research accounting/HR/payroll solution	Finance Committee	Sep-19	Nov-19		Completed	November 14, 2019
		Approve accounting/HR/payroll system	Board	Nov-19	Nov-19		Completed	November 21, 2019
Update Board on long-range financial plan		Finance Committee	Jan-20	Jan-20	Mar-20	Completed	March 2, 2020	
Approve alternative payroll processing solution		Board	Mar-20	Mar-20		Completed	March 12, 2020	
Tyler-Incode Current Future State Assessment		Tyler, Project Team	Mar-20	Mar-20		Completed	March 16-19, 2020	
Policies	Approve board governance policies	Board	Jul-19	Jan-20	Mar-20	Completed	March 12, 2020	
Technology	Receive draft report of IT assessment	Planning Team	Aug-19	Aug-19		Completed	August 20, 2019	
	Present IT assessment and recommendations	IT Consultant	Sep-19	Sep-19		Completed	September 12, 2019	
	Approve IT assessment and recommendations	Board	Oct-19	Oct-19	Sep-19	Completed	September 12, 2019	
	Approve Contract with LS&S for Polaris ILS	Board	Oct-19	Oct-19	Nov-19	Completed	November 21, 2019	
	Install/configure Tyler-Incode servers	IT, Tyler	Jan-20	Jan-20	Feb-20	Completed	February 5, 2020	
	Select and migrate over to new email system	IT	Mar-20	May-20		Completed	June 13, 2020	
	Migrate District website to jcls.org	IT, DA, Marketing	Feb-20	May-20		Completed	June 13, 2020	
	All contracts transferred from LS&S in place	AD-SS, DA, Legal	Feb-20	Jun-20		Completed	June 30, 2020	
Facilities	Approve FFA Architecture Design Proposal	Board	Aug-19	Aug-19		Completed	August 8, 2019	
	Begin working on lease assignments, agreements	Legal Counsel	Sep-19	Sep-19	Jul-19	Completed		
	Approve facilities maintenance IGA with County	Board	Feb-20	Mar-20		Completed	March 12, 2020	
	Approve buildings transfer, lease agreements	Board	Jul-19	Jun-20		Completed	June 25, 2020	
Medford Renovation	Approve renovation design and estimated Budget	Board	Dec-19	Dec-19		Completed	December 12, 2019	
	Approve B-7 to fund design/architecture	DA	Jan-20	Jan-20		Completed	January 14, 2020	
	100% Construction Drawings	ORW	Jan-20	Jan-20	Feb-20	Completed	February 14, 2020	
	Construction Invitation to Bid (ITB) advertised	Jackson County	Feb-20	Mar-20	Feb-20	Completed	February 19, 2020	
	ITB closes; bids due	Jackson County	Mar-20	Mar-20		Completed	March 19, 2020	
	Renovation construction - first floor	Contractor	Jun-20	Jun-20	Jul-20	Completed		
	Furniture installation - first floor	Jackson County	Jun-20	Jun-20	Jul-20	Completed		
Collections	Evaluate LS&S Collections Mgmt (CM) system	LD	Oct-19	Mar-20		Completed	March 31, 2020	
	Propose CM solution to Board	LD	Mar-20	Apr-20		Completed	April 9, 2020	

## **Summer Reading Program Report 2020**

JCLS lost out on some crucial in-person energy in the months leading up to the program and missed out on the opportunity to host school visits or promote the Summer Reading Program in classrooms. However, JCLS staff still made considerable efforts to let the community know that SRP 2020 was still happening.

Youth Services Coordinator, Brystan Strong and former Booktalk Specialist, Anna Monders had filmed a piece with Southern Oregon PBS that featured some popular booktalk titles and pitched the summer reading program. This piece aired on several news sites around the county. Branches also put out yard signs to advertise that SRP was happening, and SRP bookmarks were placed in the holds that people picked up during Front Door Service.

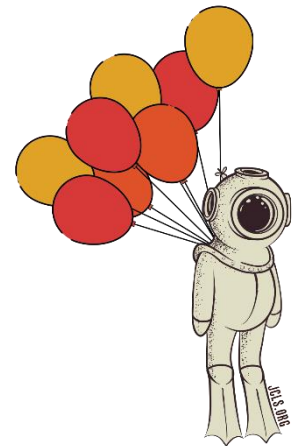
There were 1,956 total registrants, including seventeen At Home Services patrons and 637 through Outreach to Childcare. Fifty staff members also participated in the Staff Summer Reading Program. Patrons read a total of 40,618 books and read for 228,722 minutes and could also earn digital badges; while most of the badges that patrons earned linked to reading milestones, the next most popular badge was the one earned by watching one of JCLS's storytime videos.

Staff received some positive feedback from patrons about Beanstack, the online platform for tracking SRP participation. One parent said that they loved that they could be a little more hands-off and allow their kids to take charge of tracking their reading. An adult patron said they loved it because it kept track of everything for them. A teen patron said they loved having a picture review option, so they didn't have to "write so much."

But summer reading is more than just books; it is also about engaging with patrons through programs. JCLS had a variety of virtual programs this year, including a handful of professional storytellers. Two favorites for kids and families were the *Tales of Hero's and Hope* program series by Will Hornyak, and Alton Chung's *Gentle Spookies* program, part of his "Tales Around the World" series. In Hornyak's programs, kids could participate by shouting out what they think would happen next, act out the parts of princesses and potato farmers, or share their favorite jokes. While less interactive, Alton Chung's programs still transported participants of all ages to countries worldwide.

For the youngest patrons, JCLS offered a variety of popular Take & Make kits – simple craft programs in a bag that families could do at home, and which didn't involve a screen.

Teens had a hybrid program, where teens could pick up their Take & Makes and then join the Zoom program to craft "together." This allowed the teens to have the social experience that SRP typically offers.





JCLS also provided a wide variety of virtual programs for adults. These included programs on history, lectures, climate science, crossword puzzles, and more. The highest attended program was the Oregon Burlesque program, where SOU professor of costume construction Laurie Kurutz talked about her research into the Oregon burlesque culture.

JCLS hosted an author talk with bestselling author Max Brooks. Brooks talked about his most recent novel, *Devolution: A Firsthand Account of the Rainier Sasquatch Massacre* and his other works. Patrons logged into this Zoom program and asked questions that evoked both thoughtful and humorous responses from Mr. Brooks. Alongside this program, JCLS had a “Searching for Sasquatch” event where folks could find wooden rounds with Sasquatch’s image in rural and city parks to receive a signed copy of *Devolution*. Community members are still finding the wooden rounds and claiming their prize.

While virtual programming can feel less connected since people are separated from one another, there were moments where it brought folks closer together. At several of JCLS’s programs, there were folks from other states (Hawaii, Pennsylvania, and both of the Dakota’s, to name a few) and other countries (Denmark and India) who were informed about the program through JCLS card holders.

Finally, what would a summer reading program be without prizes? This year’s winners were from branches that stretched across the entire system, and our three staff winners were: Holly Mills, Carolyn Maloney, and Eric Molinsky.



Date: Sept 10, 2020

**Title:** Appointing Committee Members and Chairpersons; Board Liaisons; and Board Media Representative

**From:** Kari May, Library Director

---

**Summary:**

The Board will ratify the committee assignments, as discussed at the Board Retreat August 14, 2020. Committee assignments remain the same as the previous year. In addition, representatives to the media, RVCOG, and Jackson County Library Foundation should be discussed and approved.

**Recommendation:**

Director May recommends the following Board member Committee appointments:

- Advocacy: Cathy Shaw
- Facilities: Susan Kiefer, Eric Dziura
- Finance: Jill Turner
- Policy: Eric Dziura, Cathy Shaw
- Technology: George Prokop

- Media Representative: Cathy Shaw
- RVCOG Representative: Cathy Shaw, with Eric Dziura as back-up
- Jackson County Library Foundation Representative: Susan Kiefer

**Policies, Plans, and Goals Supported:**

To maintain ongoing expansion of policies in order to facilitate unimpeded library services and ease of use for patrons.

**Background and Additional Information:**

Per Board policy, the above standing committees shall remain in place for the next year. Each committee will bring a charter and work plan to the October 8, 2020, Board meeting.



Date: Sept 10, 2020

**Title:** Review of Collection Development Policy

**From:** Wende Glimpse, Collection Development Librarian; Carey Hunt, Assistant Director

---

**Summary:**

Staff reviews the Collection Development Policy regularly. This policy reflects an update to the new JCLD policy template along with some housekeeping changes.

**Recommendation:**

Library staff recommends the Board approve the Collection Development Policy as presented.

**Policies, Plans, and Goals Supported:**

Strategic Plan Goals and Objectives supported by the Collection Development Policy:

- Support personal growth and lifelong learning through high-quality programs and materials.

**Attachments:**

1. Collection Development Policy
2. Freedom to Read Statement
3. Freedom to View Statement
4. Request for Reconsideration of Materials



---

## Library Operations Policies

<b>Policy 5-3</b>	<b>Collection Development Policy</b>	<b>Created:</b> 4/13/2017 <b>Revised:</b> 8/25/2020 <b>Approved:</b>
-------------------	--------------------------------------	----------------------------------------------------------------------------

### I. Purpose

This policy explains the scope of collection development, the objective of the collection, deselection and collection maintenance, and Intellectual Freedom.

### II. Introduction

The mission of the Jackson County Library District is to connect everyone to information, ideas and each other. The Jackson County Library Services Collection Development Policy supports the strategic direction, goals and objectives of the Library as expressed in the Jackson County Library Services Strategic Plan . Jackson County Library Services is the third largest public library jurisdiction by population in Oregon, serving a population of over 200,000 through fifteen branch libraries located throughout the county. The collection consists of printed materials, audiobooks, magazines, newspapers, DVDs, databases, and digital materials.

### III. Scope

The Library selects materials in a variety of formats and languages to best serve the needs of the community. Selections are made by library staff to provide a balanced collection of educational, recreational, and cultural materials appealing to the interests of a diverse population. Materials will be provided in convenient and cost-effective formats. The collection will emphasize current, popular materials and stimulating individuals' interest in and appreciation for reading, while maintaining a core collection of classic works and local history. The greatest value is received by focusing on the most popular and wide- spread formats and by not duplicating the comprehensive collection efforts of college and research institutions. Material selection is based on awareness of community interests and concerns, national and international issues and events, publishing trends, new insights, societal trends, and the professional judgment of selectors regarding the material's value to the Library's collection. It is the Library's intention that the collection addresses the needs and interests of its communities and reflects the diversity of the entire library service area.

### IV. Intellectual Freedom



---

The Library will uphold the freedom to read as expressed in the Library Bill of Rights, the Freedom to Read Statement and the Freedom to View Statement adopted by the American Library Association.

While anyone is free to select or reject materials for themselves or their own minor children, the freedom of others to read or inquire will not be restricted. The Library does not stand in loco parentis (in the place of parents). Parents and guardians, not the Library or staff, have the responsibility to guide and direct the reading, listening and viewing choices of their own minor children.

## **V. Objectives of the Collection**

### Responsibility for Selection

The responsibility for the selection of library materials rests ultimately with the Library Director. Under the Director's guidance, staff has responsibility for the selection of materials. All staff members and the general public are encouraged to recommend materials for consideration. The library collection shall be an unbiased and diverse source of information, representing as many viewpoints as possible.

### Selection Criteria

Jackson County Library Services selects materials for all ages and relies extensively on professional review sources. Material is not excluded because of the race, nationality, religion, gender, sexual orientation, or political and social views of the author. Inclusion of materials does not imply agreement with or endorsement of content.

A. General criteria for selecting all formats of material include, but are not limited to:

- Patron interest and demand
- Historical significance of author or subject
- Timeliness of material
- Local emphasis
- Diversity of viewpoint
- Budgetary considerations
- Authority and accuracy
- Literary and artistic merit
- Cultural influence

These criteria apply to both purchased and donated materials.



---

## B. Languages

The Library collects recreational and educational material in languages other than English for adults and juveniles to meet the needs of a diverse population, focusing on Spanish, which is spoken by a significant minority of residents in Jackson County.

## C. Patron Driven Acquisitions

Jackson County Library Services welcomes suggestions from the community for possible purchase of materials. All suggestions are given serious consideration. Titles are considered by the same criteria as all other materials purchased for the Library.

## D. Local Authors and Self-Publishing

Authors who live within the boundaries of Jackson County may donate copies of their book to be added to the collection. The Library accepts donated copies of self-published books but does not guarantee inclusion in the collection. Items donated to the Library become the property of the Library and may not be returned to the donating party.

## E. DVD and Music Collection Guidelines

Jackson County libraries maintain a broad selection of entertainment, informational, and instructional DVDs. The emphasis is on popular materials and is balanced with classic films, independent films, foreign films and documentaries. Music CDs are collected across all styles and genres.

## F. Digital Resources

Digital resources, including eBooks, eAudiobooks, streaming video, government documents and databases are subject to the same general selection criteria as other materials. Digital resources extend the reach of the Library because they are available remotely and when libraries are closed.

## G. Gifts - Donation of Books Policy

Jackson County libraries accept donations of books and other material in good condition, through each location's Friends of the Library group. Donations are accepted at all locations and an acknowledgment form is provided upon request by the Friends. **VI. Deselection and Collection**



---

## **Maintenance**

Withdrawal of material from the circulating collections is a vital part of successful collection maintenance. Continuous evaluation is necessary and materials are regularly removed to maintain a current, accurate and appealing collection. An item may be deselected for several reasons, including:

- Out-of-date information
- Wear or damage
- Item no longer responds to current needs or interests
- Materials in the format are no longer collected
- Insufficient use or lack of customer demand

Deselected items may be given to the Friends of the Library to sell or may be recycled at the discretion of the Library.

## **VIII. Request for Reconsideration of Materials**

Individual items, which in and of themselves may be controversial or offensive to some patrons or staff, may be selected if their inclusion will contribute to the range of viewpoints in the collection as a whole and the effectiveness of the Library's ability to serve its community.

The Library recognizes the right of individuals to question materials in the library collection and has developed a process to address concerns. The process includes the opportunity for an individual to discuss his or her opinion with a librarian, to complete a written Request for Reconsideration of Library Materials form, and to request a review of the material by librarians responsible for materials selection and the Library Director. The Library Director will reply in writing to the individual. The decision of the Library Director may be appealed to the Library District Board. The Request for Reconsideration of Library Materials is attached to the policy (Attachment A).

The material in question, except for a copy the staff uses for the review process, will remain in the collection pending the Library Director's written decision.



---

## Library Operations Policies

<b>Policy 5-3</b>	<b>Collection Development Policy</b>	<b>Created:</b> 4/13/2017 <b>Revised:</b> 8/25/2020 <b>Approved:</b>
-------------------	--------------------------------------	----------------------------------------------------------------------------

### I. Purpose

This policy explains the scope of collection development, the objective of the collection, deselection and collection maintenance, ~~controversial materials~~, and Intellectual Freedom.

### II. Introduction

~~Adopted by the Jackson County Library District Board on April 13, 2017~~

#### GENERAL STATEMENT

The mission of the Jackson County Library District is to connect everyone to information, ideas and each other. The Jackson County Library Services Collection Development Policy supports the strategic direction, goals and objectives of the Library as expressed in the Jackson County Library Services Strategic Plan ~~2016–2021~~. Jackson County Library Services is the third largest public library jurisdiction by population in Oregon, serving a population of over 200,000 through fifteen branch libraries located throughout the county. The collection consists of printed materials, audiobooks, magazines, newspapers, DVDs, databases, and digital materials.

### III. Scope

The Library selects materials in a variety of formats and languages to best serve the needs of the community. Selections are made by library staff to provide a balanced collection of educational, recreational, and cultural materials appealing to the interests of a diverse population. Materials will be provided in convenient and cost-effective formats. The collection will emphasize current, popular materials and stimulating individuals' interest in and appreciation for reading, while maintaining a core collection of classic works and local history. The greatest value is received by focusing on the most popular and wide-spread formats and by not duplicating the comprehensive collection efforts of college and research institutions. Material selection is based on awareness of community interests and concerns, national and international issues and events, publishing trends, new insights, societal trends, and the professional judgment of selectors regarding the material's value to the Library's collection. It is the Library's intention that the collection





---

addresses the needs and interests of its communities and reflects the diversity of the entire library service area. ~~The library will strive to meet or exceed the “Enhanced” designation as set forth in Section C: Materials, of the Standards for Oregon Public Libraries.~~

#### **IV. Intellectual Freedom**

The Library will uphold the freedom to read as expressed in the Library Bill of Rights, the Freedom to Read Statement and the Freedom to View Statement adopted by the American Library Association.

While anyone is free to select or reject materials for themselves or their own minor children, the freedom of others to read or inquire will not be restricted. The Library does not stand in loco parentis (in the place of parents). Parents and guardians, not the Library or staff, have the responsibility to guide and direct the reading, listening and viewing choices of their own minor children.

#### **V. Objectives of the Collection**

##### **Responsibility for Selection**

The responsibility for the selection of library materials rests ultimately with the Library Director. Under the Director’s guidance, ~~the professional~~ staff has responsibility for the selection of materials. All staff members and the general public are encouraged to recommend materials for consideration. The library collection shall be an unbiased and diverse source of information, representing as many viewpoints as possible.

##### **Selection Criteria**

Jackson County Library Services selects materials for all ages and relies extensively on professional review sources. Material is not excluded because of the race, nationality, religion, gender, sexual orientation, or political and social views of the author. Inclusion of materials does not imply agreement with or endorsement of content.

A. General criteria for selecting all formats of material include, but are not limited to:

- Patron interest and demand
- Historical significance of author or subject
- Timeliness of material



- 
- Local emphasis
  - Diversity of viewpoint
  - Budgetary considerations
  - Authority and accuracy
  - Literary and artistic merit
  - Cultural influence

These criteria apply to both purchased and donated materials.

#### B. Languages

The Library collects recreational and educational material in languages other than English for adults and juveniles to meet the needs of a diverse population, focusing on Spanish, which is spoken by a significant minority of residents in Jackson County.

#### C. Patron Driven Acquisitions

Jackson County Library Services welcomes suggestions from the community for possible purchase of materials. All suggestions are given serious consideration. Titles are considered by the same criteria as all other materials purchased for the Library.

#### D. Local Authors and Self-Publishing

Authors who live within the boundaries of Jackson County may donate copies of their book to be added to the collection. The Library accepts donated copies of self-published books but does not guarantee inclusion in the collection. Items donated to the Library become the property of the Library and may not be returned to the donating party.

#### E. DVD and Music Collection Guidelines

Jackson County libraries maintain a broad selection of entertainment, informational, and instructional DVDs. The emphasis is on popular materials and is balanced with classic films, independent films, foreign films and documentaries. Music CDs are collected across all styles and genres.

#### F. Digital Resources

Digital resources, including eBooks, eAudiobooks, streaming video, government



---

documents and databases are subject to the same general selection criteria as other materials. Digital resources extend the reach of the Library because they are available remotely and when libraries are closed.

#### G. Gifts - Donation of Books Policy

Jackson County libraries accept donations of books and other material in good condition, through each location's Friends of the Library group. Donations are accepted at all locations and an acknowledgment form is provided upon request by the Friends. The library reserves the right to accept or discard reject any donated materials.

#### VI. Deselection and Collection Maintenance

Withdrawal of material from the circulating collections is a vital part of successful collection maintenance. Continuous evaluation is necessary and materials are regularly removed to maintain a current, accurate and appealing collection. An item may be deselected for several reasons, including:

- Out-of-date information
- Wear or damage
- Item no longer responds to current needs or interests
- Materials in the format are no longer collected
- Insufficient use or lack of customer demand

Deselected items may be given to the Friends of the Library to sell or may be recycled at the discretion of the Library.

#### **VII. Controversial Materials**

~~Individual items, which in and of themselves may be controversial or offensive to some patrons or staff, may be selected if their inclusion will contribute to the range of viewpoints in the collection as a whole and the effectiveness of the Library's ability to serve its community.~~

#### **VIII. Request for Reconsideration of Materials**

Individual items, which in and of themselves may be controversial or offensive to some patrons or staff, may be selected if their inclusion will contribute to the range of viewpoints in the collection as a whole and the effectiveness of the Library's ability to serve its community.



---

The Library recognizes the right of individuals to question materials in the library collection and has developed a process to address concerns. The process includes the opportunity for an individual to discuss his or her opinion with a librarian, to complete a written Request for Reconsideration of Library Materials form, and to request a review of the material by librarians responsible for materials selection and the Library Director. The Library Director will reply in writing to the individual. The decision of the Library Director may be appealed to the Library District Board. The Request for Reconsideration of Library Materials is attached to the policy (Attachment A).

The material in question, except for a copy the staff uses for the review process, will remain in the collection pending the Library Director's written decision.

## The Freedom to Read Statement

The freedom to read is essential to our democracy. It is continuously under attack. Private groups and public authorities in various parts of the country are working to remove or limit access to reading materials, to censor content in schools, to label "controversial" views, to distribute lists of "objectionable" books or authors, and to purge libraries. These actions apparently rise from a view that our national tradition of free expression is no longer valid; that censorship and suppression are needed to counter threats to safety or national security, as well as to avoid the subversion of politics and the corruption of morals. We, as individuals devoted to reading and as librarians and publishers responsible for disseminating ideas, wish to assert the public interest in the preservation of the freedom to read.

Most attempts at suppression rest on a denial of the fundamental premise of democracy: that the ordinary individual, by exercising critical judgment, will select the good and reject the bad. We trust Americans to recognize propaganda and misinformation, and to make their own decisions about what they read and believe. We do not believe they are prepared to sacrifice their heritage of a free press in order to be "protected" against what others think may be bad for them. We believe they still favor free enterprise in ideas and expression.

These efforts at suppression are related to a larger pattern of pressures being brought against education, the press, art and images, films, broadcast media, and the Internet. The problem is not only one of actual censorship. The shadow of fear cast by these pressures leads, we suspect, to an even larger voluntary curtailment of expression by those who seek to avoid controversy or unwelcome scrutiny by government officials.

Such pressure toward conformity is perhaps natural to a time of accelerated change. And yet suppression is never more dangerous than in such a time of social tension. Freedom has given the United States the elasticity to endure strain. Freedom keeps open the path of novel and creative solutions, and enables change to come by choice. Every silencing of a heresy, every enforcement of an orthodoxy, diminishes the toughness and resilience of our society and leaves it the less able to deal with controversy and difference.

Now as always in our history, reading is among our greatest freedoms. The freedom to read and write is almost the only means for making generally available ideas or manners of expression that can initially command only a small audience. The written word is the natural medium for the new idea and the untried voice from which come the original contributions to social growth. It is essential to the extended discussion that serious thought requires, and to the accumulation of knowledge and ideas into organized collections.

We believe that free communication is essential to the preservation of a free society and a creative culture. We believe that these pressures toward conformity present the danger of limiting the range and variety of inquiry and expression on which our democracy and our culture depend. We believe that every American community must jealously guard the freedom to publish and to circulate, in order to preserve its own freedom to read. We believe that publishers and librarians have a profound responsibility to give validity to that freedom to read by making it possible for the readers to choose freely from a variety of offerings.

The freedom to read is guaranteed by the Constitution. Those with faith in free people will stand firm on these constitutional guarantees of essential rights and will exercise the responsibilities that accompany these rights.

We therefore affirm these propositions:

1. *It is in the public interest for publishers and librarians to make available the widest diversity of views and expressions, including those that are unorthodox, unpopular, or considered dangerous by the majority.*

Creative thought is by definition new, and what is new is different. The bearer of every new thought is a rebel until that idea is refined and tested. Totalitarian systems attempt to maintain themselves in power by the ruthless suppression of any concept that challenges the established orthodoxy. The power of a democratic system to adapt to change is vastly strengthened by the freedom of its citizens to choose widely from among conflicting opinions offered freely to them. To stifle every nonconformist idea at birth would mark the end of the democratic process. Furthermore, only through the constant activity of weighing and selecting can the democratic mind attain the strength demanded by times like these. We need to know not only what we believe but why we believe it.

2. *Publishers, librarians, and booksellers do not need to endorse every idea or presentation they make available. It would conflict with the public interest for them to establish their own political, moral, or aesthetic views as a standard for determining what should be published or circulated.*

Publishers and librarians serve the educational process by helping to make available knowledge and ideas required for the growth of the mind and the increase of learning. They do not foster education by imposing as mentors the patterns of their own thought. The people should have the freedom to read and consider a broader range of ideas than those that may be held by any single librarian or publisher or government or church. It is wrong that what one can read should be confined to what another thinks proper.

3. *It is contrary to the public interest for publishers or librarians to bar access to writings on the basis of the personal history or political affiliations of the author.*

No art or literature can flourish if it is to be measured by the political views or private lives of its creators. No society of free people can flourish that draws up lists of writers to whom it will not listen, whatever they may have to say.

4. *There is no place in our society for efforts to coerce the taste of others, to confine adults to the reading matter deemed suitable for adolescents, or to inhibit the efforts of writers to achieve artistic expression.*

To some, much of modern expression is shocking. But is not much of life itself shocking? We cut off literature at the source if we prevent writers from dealing with the stuff of life. Parents and teachers have a responsibility to prepare the young to meet the diversity of experiences in life to which they will be exposed, as they have a responsibility to help them learn to think critically for themselves. These are affirmative responsibilities, not to be discharged simply by preventing them from reading works for which they are not yet prepared. In these matters values differ, and values cannot be legislated; nor can machinery be devised that will suit the demands of one group without limiting the freedom of others.

5. *It is not in the public interest to force a reader to accept the prejudgment of a label characterizing any expression or its author as subversive or dangerous.*

The ideal of labeling presupposes the existence of individuals or groups with wisdom to determine by authority what is good or bad for others. It presupposes that individuals must be directed in making up their minds about the ideas they examine. But Americans do not need others to do their thinking for them.

6. *It is the responsibility of publishers and librarians, as guardians of the people's freedom to read, to contest encroachments upon that freedom by individuals or groups seeking to impose their own standards or tastes upon the community at large; and by the government whenever it seeks to reduce or deny public access to public information.*

It is inevitable in the give and take of the democratic process that the political, the moral, or the aesthetic concepts of an individual or group will occasionally collide with those of another individual or group. In a free society individuals are free to determine for themselves what they wish to read, and each group is free to determine what it will recommend to its freely associated members. But no group has the right to take the law into its own hands, and to impose its own concept of politics or morality upon other members of a democratic society. Freedom is no freedom if it is accorded only to the accepted and the inoffensive. Further, democratic societies are more safe, free, and creative when the free flow of public information is not restricted by governmental prerogative or self-censorship.

7. *It is the responsibility of publishers and librarians to give full meaning to the freedom to read by providing books that enrich the quality and diversity of thought and expression. By the exercise of this affirmative responsibility, they can demonstrate that the answer to a "bad" book is a good one, the answer to a "bad" idea is a good one.*

The freedom to read is of little consequence when the reader cannot obtain matter fit for that reader's purpose. What is needed is not only the absence of restraint, but the positive provision of opportunity for the people to read the best that has been thought and said. Books are the major channel by which the intellectual inheritance is handed down, and the principal means of its testing and growth. The defense of the freedom to read requires of all publishers and librarians the utmost of their faculties, and deserves of all Americans the fullest of their support.

We state these propositions neither lightly nor as easy generalizations. We here stake out a lofty claim for the value of the written word. We do so because we believe that it is possessed of enormous variety and usefulness, worthy of cherishing and keeping free. We realize that the application of these propositions may mean the dissemination of ideas and manners of expression that are repugnant to many persons. We do not state these propositions in the comfortable belief that what people read is unimportant. We believe rather that what people read is deeply important; that ideas can be dangerous; but that the suppression of ideas is fatal to a democratic society. Freedom itself is a dangerous way of life, but it is ours.

---

This statement was originally issued in May of 1953 by the Westchester Conference of the American Library Association and the American Book Publishers Council, which in 1970 consolidated with the American Educational Publishers Institute to become the Association of American Publishers.

Adopted June 25, 1953, by the ALA Council and the AAP Freedom to Read Committee; amended January 28, 1972; January 16, 1991; July 12, 2000; June 30, 2004.

*A Joint Statement by:*

American Library Association (/)  
Association of American Publishers (<http://www.publishers.org/>)

*Subsequently endorsed by:*

American Booksellers for Free Expression (<http://www.bookweb.org/abfe>)  
The Association of American University Presses (<http://www.aaupnet.org/>)  
The Children's Book Council (<http://www.cbcbooks.org/>)  
Freedom to Read Foundation (<http://www.ftfr.org>)  
National Association of College Stores (<http://www.nacs.org/>)  
National Coalition Against Censorship (<http://www.ncac.org/>)  
National Council of Teachers of English (<http://www.ncte.org/>)  
The Thomas Jefferson Center for the Protection of Free Expression

## Freedom to View Statement

The FREEDOM TO VIEW, along with the freedom to speak, to hear, and to read, is protected by the First Amendment to the Constitution of the United States. In a free society, there is no place for censorship of any medium of expression. Therefore these principles are affirmed:

1. To provide the broadest access to film, video, and other audiovisual materials because they are a means for the communication of ideas. Liberty of circulation is essential to insure the constitutional guarantees of freedom of expression.
2. To protect the confidentiality of all individuals and institutions using film, video, and other audiovisual materials.
3. To provide film, video, and other audiovisual materials which represent a diversity of views and expression. Selection of a work does not constitute or imply agreement with or approval of the content.
4. To provide a diversity of viewpoints without the constraint of labeling or prejudging film, video, or other audiovisual materials on the basis of the moral, religious, or political beliefs of the producer or filmmaker or on the basis of controversial content.
5. To contest vigorously, by all lawful means, every encroachment upon the public's freedom to view.

This statement was originally drafted by the Freedom to View Committee of the American Film and Video Association (formerly the Educational Film Library Association) and was adopted by the AFVA Board of Directors in February 1979. This statement was updated and approved by the AFVA Board of Directors in 1989.

## Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

- I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, age, background, or views of those contributing to their creation.
- II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.
- III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.
- IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.
- V. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.
- VI. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.
- VII. All people, regardless of origin, age, background, or views, possess a right to privacy and confidentiality in their library use. Libraries should advocate for, educate about, and protect people's privacy, safeguarding all library use data, including personally identifiable information.

Adopted June 19, 1939, by the ALA Council; amended October 14, 1944; June 18, 1948; February 2, 1961; June 27, 1967; January 23, 1980; January 29, 2019.

Inclusion of "age" reaffirmed January 23, 1996.

Although the Articles of the *Library Bill of Rights* are unambiguous statements of basic principles that should govern the service of all libraries, questions do arise concerning application of these principles to specific library practices. See the documents designated by the Intellectual Freedom Committee as Interpretations of the Library Bill of Rights (<http://www.ala.org/advocacy/intfreedom/librarybill/interpretations>).





## Request for Reconsideration of Library Materials

Date: \_\_\_\_\_

If you have concerns about library materials or resources, please complete all sections of this form to ensure prompt consideration by library staff.

### MATERIAL FOR CONSIDERATION

Author/Producer: \_\_\_\_\_ Publisher: \_\_\_\_\_

Title: \_\_\_\_\_

Date/Edition: \_\_\_\_\_

#### Type of Material:

\_\_\_\_\_ Book                      \_\_\_\_\_ Magazine/Newspaper                      \_\_\_\_\_ Video/DVD/CD

\_\_\_\_\_ Electronic Database                      \_\_\_\_\_ Audio/CD                      Other \_\_\_\_\_

Did you read, review or listen to the entire work or a portion of the work? \_\_\_\_\_ All \_\_\_\_\_ Part

Please describe your concerns regarding this material:

What specific pages/sections illustrate your concerns?

What action would you like the Library to take?

### CONTACT INFORMATION

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

Please send completed form to: Library Director, Jackson County Library Services 205 S. Central Ave, Medford, OR 97504



Date: September 10, 2020

Title: Proposed Cancellation of UMS Contract

From: Kari May, Library Director

**Summary:**

Unique Management Services (UMS) provides two services for JCLS: sending print notifications by mail, and contacting patrons when they have items that are grossly overdue and have entered into “collections” status. Staff have done a cost-benefit analysis regarding both services. Their recommendation is to provide UMS with their required 60-day notice to end the contract with them for collection placement services.

Given the analysis in the attached document, JCLS is breaking even when considering the cost of the service and the payments received, essentially paying an outside entity for a service that is not providing a result other than paying for itself.

**Recommendation:**

1. JCLS ends its contract with UMS for collections
2. Change the fee schedule policy to omit the \$10 service charge for lost materials. (The \$10 charge was to cover the price of UMS’s services.)
3. Contract with UMS only for the mailing of the notices for grossly overdue items to the minority of patrons who opt for mail-only notifications

Library staff recommends the cancellation of the UMS contract for and the change to the fee schedule be approved.

**Resource Requirements:**

The costs incurred by this service are approximately the same as the monies received; therefore, discontinuing the collections service is cost neutral.

**Background and Additional Information:**

Please see attached.

**Attachments:**

UMS Cost/Benefit Analysis

## Proposed Cancellation of Collections Aspect of UMS Contract

### Recommendations:

1. JCLS ends the collections aspect of the contract with UMS (60-day notice required)
2. Change the fee schedule policy to omit the \$10 service charge for lost materials. (The \$10 charge was to cover the price of UMS's services.)
3. Contract with UMS only for the mailing of the notices for grossly overdue items to the minority of patrons who opt for mail-only notifications until that service can be brought in-house.

The UMS service includes sending print notifications and contacting patrons when they have items that are grossly overdue and have entered into "collections" status. UMS's intervention with patrons who have entered into "collections" status has a cost associated, and the monies paid by patrons is equivalent to the charge UMS adds to patrons who are sent to "collections."

After doing a cost-benefit analysis, staff saw little evidence that UMS's intervention increased the number of grossly overdue items that are returned; there is evidence that items are returned before a UMS letter ever reaches patrons, due to the regular Polaris notifications and the fact that check-outs are blocked once a patron owes \$25. The "collections" aspect of the UMS intervention also gives patrons a negative impression of the library, as patrons often perceive the letters that UMS sends as threatening. Patrons also often believe that their personal credit history will be damaged by being in collections status with JCLS, which is not the case.

As demonstrated in the chart below, JCLS is breaking even when considering the cost of the service and the payments received, essentially paying an outside entity for a service that is not providing a result other than paying for itself.

UMS also mails overdue notifications for JCLS. Staff will continue to work toward moving most patrons from mail notifications to an alternate form of notification (email, text, phone). Any patrons who cannot be notified by the alternative method will be able to maintain receiving notifications by mail.

Cost of sending a patron's account to UMS	\$8.95
Cost for the patron	\$10.00
2019 number of patrons sent to UMS	1314
Average number of accounts per Month	109.5
Total Invoice in 2019 for patrons sent to UMS	\$11,760.30
Amount of money recovered in 2019 after UMS involvement	\$11,629.81
Value of materials recovered in 2019	\$103,167.90
Total amount of Cash and Materials recovered in 2019 after UMS	\$114,797.71
Cost Per mailing	\$0.63