JACKSON COUNTY LIBRARY DISTRICT (JCLD)
BOARD MEETING AGENDA
Medford Library
Adams Community Meeting Room
205 S Central Ave
Medford, Oregon
March 14, 2019, at 4:00 p.m.

CALL TO ORDER/ROLL CALL

INTRODUCTIONS & PROCLAMATIONS
Proclamation of April 7–13, 2019 as National Library Week

CONSENT AGENDA (Action)
(1) Regular Board Minutes February 14, 2019; (2) Financial Report

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 AND PRESENTATIONS (Inform)

UNFINISHED BUSINESS (Discuss/Action)

NEW BUSINESS

COMMITTEE AND BOARD MEMBER REPORTS (Inform)
15. Technology Committee – George Prokop
16. Individual Board Member Reports

FUTURE 2019 MEETINGS/EVENTS/OBSERVANCES:
March 30, 2019 – Library Strategies Workshop
April 2019 – School Library Month
April 7-13 – National Library Week
April 17-20 – 2019 OLA-WLA Conference

May 3 – Budget Committee Meeting
May 9 – Regular Board Meeting
May 10 – Budget Committee Meeting (if needed)
May 21 – Election Day (Special Election)

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.jacksoncountylibrarydistrict.org. If you have further questions or would like to be added to the email notification list, please contact Administrative Assistant, Donovan Edwards at 541-423-1333 or dedwards@rvcog.org

If a physical accommodation is needed to participate in a Jackson County Library District meeting, please contact Donovan Edwards at 541-423-1333. 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 Susan Kiefer (President), Jill Turner, Cathy Shaw.
George Prokop (Vice President) and Carol Doty were absent.

Additional participants/attendees: Kari May (Library Director), Laura Kimberly (Assistant Library
Director), Carey Hunt (Assistant Director of Support Services), Crystal Stroud (Operations Manager), Terra
McLeod (Medford Branch Manager), Kristin Anderson (Ashland Branch Manager) Charlene Prinzen (Eagle
Point Branch Manager), Ryan Bradley (Marketing Coordinator), Denise Galarraga (Regional Library
Director, LS&S), Mitch Seidman (Board Member, JCLF), Elisabeth Campbell (Office Manager, JCLF),
Kevin Keating (Board Member, JCLF), Douglas McGeary (Executive Director, SOHS), Kira Lesley
(Archivist, SOHS), Lisa Marston (District Administrator), Donovan Edwards (Administrative Assistant)

CALL TO ORDER
Board President Susan Kiefer called the meeting to order at 4:04 p.m.

INTRODUCTIONS & PROCLAMATIONS
Kiefer introduced Issei Suzuki, PhD graduate student from Japan. Suzuki explained his interest in the
Library District was focused on management of the district and its ability to operate as a special district.

CONSENT AGENDA
MOTION: Director Cathy Shaw moved to pull the minutes of the January 10, 2019 regular board meeting
of the consent agenda for discussion and approved the Work Session minutes of January 25, 2019 and the
financial report. Director Jill Turner seconded the motion for discussion. The motion was approved
unanimously.

Shaw questioned the first sentence in the minutes regarding the Auditors' Report FY 17/18 Annual
Financial Report and asked if more was being done. Turner explained that those other things were
accomplished prior to the statement.

MOTION: Director Shaw moved to approve the minutes of the January 10, 2019 regular board meeting.
Director Turner seconded the motion. District Administrator Lisa Marston added that Director Doty
wanted it to be clear that when the Board was appointing budget committee members last month that the
discussion about term limits was not a part of the motion. The Board members concurred with Doty's
notation. The motion was approved unanimously.

ORAL REQUESTS AND WRITTEN COMMUNICATIONS FROM AUDIENCE
Kelly Marcotulli, an Ashland resident and founder Oregon for Safer Technology (which is part of a national
movement centered on WiFi safety), spoke about WiFi illness. Marcotulli explained that many people like
her experience illness from radio frequency radiation (RFR) that gets worse as WiFi signals increase.
Marcotulli provided some paperwork supporting the potential negative impacts of WiFi signals.

Roy Cruz, a Medford resident, explained that he had just recently begun experiencing discomfort when
exposed to strong WiFi signals. He said that there is not anywhere to go since most places provide WiFi as

part of their services. Shaw pointed out that JCLS provides home delivery for books and services for those who cannot come into the libraries. Cruz explained that he appreciates the home delivery option however he also wanted to help bring the WiFi sickness issue to the Board's attention.

Daniella Arnon asked the board to look into WiFi illness and listed off several potential symptons of WiFi illness. Arnon provided some paperwork to the board. She closed by requesting the board consider scheduling WiFi-free time periods in the libraries or creating WiFi free zones.

REPORTS AND PRESENTATIONS
Library Director's Report
Kari May, JCLS Library Director, provided a summary of the Library Directors Report and added the following highlights:

- An article in the *Mail Tribune* described the Medford library bookshelves as half full and questioned getting rid of books with space available. May explained that part of the response will be that staff are currently shifting collection materials in the library and bringing in materials from the other libraries that have overcrowded shelves. The other part May said is that the article was misleading with regard to interlibrary loans. May said that the reporter had confirmed a retraction would be printed explaining that materials within the system were free and interlibrary loans were $5.00 and those would go away as of March 4, 2019.
- May recently testified in front of the General Budget Subcommittee Hearing regarding the state library budget. May explained that if a 5% decrease in funding is required that the State Library has proposed that the early childhood/Ready to Read grant program would be targeted. May said her presence there was in support of the program and to explain how valuable it is throughout JCLS. May said that she received an email back from Representative Pam Marsh who is on that subcommittee. The email stated that the subcommittee was very supportive of the libraries.

Shaw noted seven vacancies listed in the report and asked if exit interviews had been done. Denise Galarraga (Regional Library Director, LS&S) said she would find out if exit interviews had been completed. May went over a few of the names on the list and explained that a couple had moved out of the area and others had taken other employment opportunities.

Terra McLeod provided a summary of the regional report and invited the Board to play a quick game called Random Fandom, which was created by a Teen Librarian wanting to garner more interest in book clubs.

Quarterly Statistical Report
May directed the Board's attention to the second page of her report and provided a summary. Shaw asked about the circulation numbers for the Gold Hill Branch Library. Carey Hunt, Assistant Director of Support Services, said that the Gold Hill Branch Library had been "weeded" earlier in the day and added that overcrowded shelves negatively impact circulation numbers.

SOHS Quarterly Report
Doug McGeary, SOHS Executive Director, and Kira Lesley, SOHS Archivist, provided a summary of the quarterly report. Improved record keeping and tracking patrons better will increase numbers within the report. Lesley reported that she was working to correct SOHS' open hours on Google.

JCLF Report

Mitch Seidman, JCLF Board President provided a summary of JCLF Report highlighting the following items:

- Total contributions received for the annual appeal was over $15,000
- To thanks donors, JCLF put together 50 Welcome packets; mailed 50 handwritten thank you cards
- Introduced Elisabeth Campbell, Office Manager
- JCLF received a bequest from Alice F. Saunders for approximately $220,000.00 for the Medford Branch Library

OLD BUSINESS

LS&S Compensation Proposal

Marston explained that the purpose of bringing it to the Board at this time was to determine whether the Board was ready to move forward with approving the recommended pay scale. Marston added that there were still some details to be added. There was Board consensus in moving forward toward approving a recommended pay scale.

NEW BUSINESS

Approve JCLD Budget Officer / Adopt JCLD Budget Calendar

Marston accepted the Board's appointment to serve as JCLD's Budget Officer.

MOTION: Director Shaw moved to adopt the JCLD Budget Calendar with the understanding that the JCLD Board/Budget Committee Work Session could be held either February 28, 2019 or March 1, 2019. Director Turner seconded the motion. The motion was approved unanimously.

Amendment to Extend SOHS Agreement

MOTION: Director Shaw moved to approve the Amendment to extend the SOHS Agreement to June 30, 2019. Director Turner seconded the motion. The motion was approved unanimously.

Staffing Assessment

May explained that, per the 2 Year Plan, she had been tasked with making a staff assessment. She has determined the two greatest needs to be successful are increasing staffing levels at the Ashland Public Library and adding staff to the Digital Library Services Team.

Kiefer reminded the Board that the item was on the Agenda for discussion and ask Board member to bring any additional comments or questions to the next Board meeting.

Public Meetings Policy

Shaw recommended removing item II.e "each comment should provide new information not previously considered by the Board to that individual's knowledge" from the Public Meetings Policy.

MOTION: Director Shaw moved to approve the Public Meetings Policy as amended. She also suggested research be conducted into the costs of advertising the JCLD Agenda in newspapers. Director Turner seconded the motion. The motion was approved unanimously.

Board Member Orientation Policy

MOTION: Director Turner moved to approve the Board Member Orientation Policy provided that the requirement of including a list of all District personnel by position was removed. Director Shaw seconded the motion. The motion was approved unanimously.

Engagement of Legal Services

Referring to a memo in the agenda packet, Marston spoke about the Portland law firm she and the District's legal counsel had contacted, as well as the cost estimate obtained, and suggested the Board set parameters on the procurement of outside legal counsel to advise the District on labor and employment law issues related to the transition.

MOTION: Director Shaw moved to authorize the District Administrator Lisa Marston to engage the services of an employment and labor law attorney to advise the District during the transition with a not to exceed amount of $20,000. Director Turner seconded the motion. The motion was approved unanimously.

Adjourn

Kiefer adjourned the meeting at 5:24 p.m.

/s/ Donovan Edwards
Recording Secretary

101 - General Administration

	Budget 2018-19	Current Month Actual	YTD Actual	Budget Remaining	Percentage received or spent to date
Operating Revenue					
Current Property Tax Collections	10,200,000.00	55,075.16	9,425,329.20	(774,670.80)	92.40%
Prior Year Property Tax Collections	200,000.00	0.00	138,710.79	(61,289.21)	69.35%
Interest Income	164,400.00	29,255.88	186,908.25	22,508.25	113.69%
Interest- Lindberg Note	0.00	1,152.29	9,505.57	9,505.57	0.00%
Other Income	5,000.00	0.00	3,216.44	(1,783.56)	64.32%
E Rate	103,000.00	8,840.50	70,741.50	(32,258.50)	68.68%
Reimbursements From RCC	27,000.00	897.42	27,254.94	254.94	100.94%
Ready To Read Grant	35,000.00	0.00	34,951.00	(49.00)	99.86%
Conference Room Rental	30,000.00	22.00	15,160.00	(14,840.00)	50.53%
Government Agency Rentals	107,541.00	0.00	107,610.30	69.30	100.06%
Inter-library Loan Fees	1,000.00	0.00	617.00	(383.00)	61.70%
Library Card Replacement Fees	3,000.00	15,404.87	17,159.47	14,159.47	571.98%
Late Fee Charges	10,000.00	4,738.05	11,606.14	1,606.14	116.06%
Lost/Damaged Materials	7,500.00	0.00	7,556.61	56.61	100.75%
Photocopy/Fax Sales	12,000.00	0.00	6,448.10	(5,551.90)	53.73%
Patron Refunds	(2,000.00)	0.00	(1,828.27)	171.73	91.41%
Printer Sales	14,000.00	0.00	8,928.89	(5,071.11)	63.77%
On Line Fee Collections	7,500.00	212.87	891.56	(6,608.44)	11.88%
Hulburt Donation	126,000.00	0.00	0.00	(126,000.00)	0.00%
Library Friends Donations	65,000.00	0.00	20,558.35	(44,441.65)	31.62%
Library Foundation Donations	6,500.00	0.00	6,363.54	(136.46)	97.90%
General Public Donations	2,500.00	0.00	231.85	(2,268.15)	9.27%
OR Community Foundation- restricted	12,000.00	0.00	2,750.10	(9,249.90)	22.91%
OR Community Foundation- non restricted	2,000.00	0.00	0.00	(2,000.00)	0.00%
EJ Smith Trust-Restricted	85.00	0.00	0.00	(85.00)	0.00%
Ted Gerlock-Restricted	15.00	0.00	0.00	(15.00)	0.00%
Carpenter Foundation-Restricted	3,000.00	0.00	3,000.00	0.00	100.00%
Library Foundation Donations- CP	50,000.00	0.00	0.00	(50,000.00)	0.00%
Oregon Community Foundation- Applegate	29,000.00	0.00	0.00	(29,000.00)	0.00%
Beginning Fund Balance-Unrestricted	7,175,000.00	0.00	8,197,771.98	1,022,771.98	114.25%
Beginning Fund Balance-Restricted	325,000.00	0.00	369,055.35	44,055.35	113.55%
Total Operating Revenue	**18,721,041.00**	**115,599.04**	**18,670,498.66**	**(50,542.34)**	**99.73%**

101 - General Administration

	Budget 2018-19	Current Month Actual	YTD Actual	Budget Remaining	Percentage received or spent to date
Expenditures					
District Administrator Salary	0.00	7,628.55	59,432.55	(59,432.55)	0.00%
FICA and Medicare- payroll taxes	0.00	596.06	4,768.51	(4,768.51)	0.00%
Worker comp- payroll taxes	0.00	2.11	19.05	(19.05)	0.00%
Health/Dental Insurnace	0.00	683.01	5,209.48	(5,209.48)	0.00%
Retirement Contribution	0.00	708.33	5,666.64	(5,666.64)	0.00%
Payroll- SUTA	0.00	187.00	1,239.51	(1,239.51)	0.00%
Personnel Cost	217,000.00	0.00	0.00	217,000.00	0.00%
Personnel services subtotal	**217,000.00**	**9,805.06**	**76,335.74**	**140,664.26**	**35.18%**
Accounting Services	60,000.00	0.00	15,871.72	44,128.28	26.45%
Auditing Services	11,025.00	0.00	10,750.00	275.00	97.50%
Administrative Services	76,000.00	0.00	25,534.08	50,465.92	33.59%
Bank Fees/Interest Expense	1,000.00	67.17	531.17	468.83	53.11%
Consultant Fees	50,000.00	2,104.83	11,314.83	38,685.17	22.62%
Elections	30,000.00	0.00	0.00	30,000.00	0.00%
Insurance	20,000.00	19,526.00	19,526.00	474.00	97.63%
Legal Services	20,000.00	1,830.00	11,709.00	8,291.00	58.54%
Memberships and Dues	3,500.00	0.00	2,271.60	1,228.40	64.90%
Office Supplies- admin	2,000.00	64.00	1,416.13	583.87	70.80%
Postage	2,000.00	0.00	749.32	1,250.68	37.46%
Registration/Tuition/Travel	15,000.00	971.76	3,860.31	11,139.69	25.73%
Special fees and Expenses	0.00	0.00	570.14	(570.14)	0.00%
Advertising/Legal Notices	2,500.00	0.00	0.00	2,500.00	0.00%
Alarm Services	2,600.00	0.00	1,876.40	723.60	72.16%
Building Repair/Maintenance	449,940.00	37,495.00	299,960.00	149,980.00	66.66%
Custodial Services	380,542.00	31,599.92	221,953.38	158,588.62	58.32%
Custodial Supplies	12,000.00	1,253.92	7,185.63	4,814.37	59.88%
Landscape Services	7,033.00	753.98	6,523.88	509.12	92.76%
Maintenance Services	2,000.00	0.00	0.00	2,000.00	0.00%
Security Services	79,407.00	6,206.20	42,098.20	37,308.80	53.01%
Signs and Signal Materials	25,000.00	0.00	0.00	25,000.00	0.00%
Building Repair/Maintenance- B-7	250,000.00	0.00	12,842.95	237,157.05	5.13%
Fees- Lindberg Note	72.00	6.00	48.00	24.00	66.66%
Equipment Repair/Maintenance	30,000.00	462.57	3,609.17	26,390.83	12.03%

101 - General Administration

	Budget 2018-19	Current Month Actual	YTD Actual	Budget Remaining	Percentage received or spent to date
Facility Furnishing Expense	25,000.00	0.00	0.00	25,000.00	0.00%
Minor Equipment	50,000.00	0.00	29,219.72	20,780.28	58.43%
Computers and technology	306,885.00	13,309.56	163,712.69	143,172.31	53.34%
Supplies and Expenses-Facilities	500.00	0.00	0.00	500.00	0.00%
Computer Software and Licensing	119,922.00	230.00	230.00	119,692.00	0.19%
LS&S Contract	5,228,114.00	434,792.67	3,489,485.72	1,738,628.28	66.74%
Library Materials	874,182.00	109,577.95	685,269.69	188,912.31	78.38%
City Participation	16,700.00	0.00	0.00	16,700.00	0.00%
Strategic Plan Initiative	2,500,000.00	4,645.28	30,761.84	2,469,238.16	1.23%
E Rate Services	32,782.00	0.00	32,339.50	442.50	98.65%
Unique Management Services	16,391.00	0.00	16,152.50	238.50	98.54%
Comic Con	22,000.00	1,307.87	2,307.87	19,692.13	10.49%
LS &S- digital library staff	60,000.00	11,091.55	73,625.66	(13,625.66)	122.70%
SOHS contract	39,000.00	3,250.00	26,000.00	13,000.00	66.66%
Marketing	0.00	1,791.03	1,791.03	(1,791.03)	0.00%
Electricity	240,800.00	17,598.60	130,985.74	109,814.26	54.39%
Natural Gas	45,000.00	4,687.37	16,958.00	28,042.00	37.68%
Garbage Service	15,000.00	1,489.37	8,697.53	6,302.47	57.98%
Water and Sewer Service	32,000.00	1,301.30	18,818.94	13,181.06	58.80%
Street and Storm Drain Fees	18,000.00	1,605.72	12,856.70	5,143.30	71.42%
Telecom-Voice and LD	55,000.00	1,609.77	25,924.61	29,075.39	47.13%
Telecom-Wide Area Network	105,000.00	9,191.05	73,545.90	31,454.10	70.04%
Telecom-Internet Services	28,000.00	2,004.48	16,162.30	11,837.70	57.72%
Municipal Assessments	1,500.00	370.43	2,168.06	(668.06)	144.53%
Telecom- Hot Spots	52,000.00	3,821.71	30,794.94	21,205.06	59.22%
Maintenance & Fuel for Vehicles	16,000.00	5,002.71	7,344.39	8,655.61	45.90%
Hulburt Donation	126,000.00	4,121.55	43,394.26	82,605.74	34.43%
Library Friends Donations	65,000.00	569.00	32,600.64	32,399.36	50.15%
Library Foundation Donations	6,500.00	0.00	41,957.82	(35,457.82)	645.50%
General Public Donations	2,500.00	0.00	1,633.81	866.19	65.35%
OR Community Foundation-restricted	34,000.00	1,525.50	8,654.37	25,345.63	25.45%
EJ Smith Trust Books	85.00	0.00	0.00	85.00	0.00%
Gerlock Trust Books	15.00	0.00	0.00	15.00	0.00%
Carpenter Foundation Books	3,000.00	149.51	1,431.24	1,568.76	47.70%
Ready to Read 2017 Grant	70,000.00	0.00	0.00	70,000.00	0.00%
Kent Family Trust	5,000.00	0.00	231.95	4,768.05	4.63%
Library Foundation Donations- CP	50,000.00	0.00	78,733.86	(28,733.86)	157.46%

101 - General Administration

|	Budget 2018-19	Current Month Actual	YTD Actual	Budget Remaining	Percentage received or spent to date
OR Community Foundation- unrestricted	12,000.00	0.00	0.00	12,000.00	0.00%
2018 Ready to Read Grant	0.00	549.00	16,100.39	(16,100.39)	0.00%
Kaleidoscope grant expenditures	0.00	265.21	1,358.56	(1,358.56)	0.00%
Materials and services subtotal	**11,805,495.00**	**738,199.54**	**5,821,452.14**	**5,984,042.86**	**49.31%**
Capital Outlay	350,000.00	0.00	56,018.00	293,982.00	16.00%
Contingency	750,000.00	0.00	0.00	750,000.00	0.00%
Ending Fund Balance	3,548,546.00	0.00	0.00	3,548,546.00	0.00%
Total Expenditures	16,671,041.00	748,004.60	5,953,805.88	10,717,235.12	35.71%
Transfer to Other Funds					
Transfer to Capital Improvement Fund	2,050,000.00	0.00	0.00	2,050,000.00	0.00%
Total Transfer to Other Funds	2,050,000.00	0.00	0.00	2,050,000.00	0.00%
Net Revenue Over Expenditures	**0.00**	**(632,405.56)**	**12,716,692.78**	**12,716,692.78**	**0.00%**

201 - Capital Improvement Fund

	Budget 2018-19	Current Month Actual	YTD Actual	Budget Remaining	Percentage received or spent to date
Operating Revenue					
Program Revenue					
Beginning Fund Balance-Restricted	0.00	0.00	2,085,670.00	2,085,670.00	0.00%
Transfer from General fund	0.00	0.00	2,050,000.00	2,050,000.00	0.00%
Total Program Revenue	0.00	0.00	4,135,670.00	4,135,670.00	0.00%
Total Operating Revenue	0.00	0.00	4,135,670.00	4,135,670.00	0.00%
Total Revenue	0.00	0.00	4,135,670.00	4,135,670.00	0.00%
Net Revenue Over Expenditures	0.00	0.00	4,135,670.00	4,135,670.00	0.00%

Director's Report
March 2019

Hiring and Vacancy Report

Date Vacant	Vacated by	Position	Location	Hrs/ Wk	Status	Date Filled	Name	Type (EXT/INT)
12/17/18	Rebekah DiBianco	Librarian 2 (Children's)	MED	40	Filled	3/18/19	Theodora Rudolph	EXT
1/15/19	Laura Irwin	Library Associate 2	SC	22	Filled	2/19/19	Jeffrey Whitaker	EXT
1/15/19	New Position	Business Librarian (Librarian 2)	MED	40	Under Recruitment			
2/2/19	Michele Moir	Library Associate 2	JV/RU	20	Under Recruitment			
2/2/19	Michele Moir	Library Associate 2	TA	6	Filled	2/19/19	Leia Pastizzo	INT
2/14/19	Leigh Blair	Branch Lead	CP	40	Under Recruitment			
3/22/19	Laura Kimberly	Assistant Director of Public Services	MED	40	Under Recruitment			
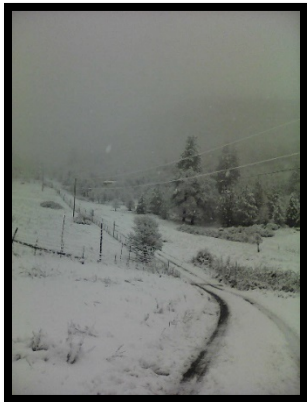
Snow Day
Snow blanketed the Valley on Tuesday, Feb 26, and all branches scheduled to be open that day closed at 4:00 pm for staff and patron safety. Applegate Branch did not open. Pictured to the left is the snowy road outside of Ruch.

Centennial Celebration
JCLS is kicking off celebrations of its 100th year during April. The 100th day of the 100th year of Jackson County Library Services is April 10, which falls right in the middle of National Library Week, April 7-13, 2019. Staff couldn't think of a better time to start celebrating. Activities include targeted social media sharing, a scavenger hunt in the libraries, and quizzes posted in each branch with questions related to library services in that branch. JCLS will be the Honorary Grand Marshal at the Pear Blossom Parade on April 13. Applegate Branch Lead

Director's Report-March 2019

Christine Grubb has secured a vintage 1919-era vehicle for Director May to ride in, and volunteers and staff will walk in the parade. To celebrate all branches, 15 people will hold signs indicating the year in which each branch joined the System. Board members are invited to participate.

Southern Oregon Early Literacy Conference

The Southern Oregon chapter of the Association for the Education of Young Children (SOAEYC) held a conference in Medford on Friday and Saturday, February 22 and 23. The conference featured workshops and classes for early education professionals, and organizations were invited to have tables and promote services related to early education. At the JCLS table, staff interacted with almost 100 people, issued one library card, and distributed 46 event guides. Staff even handed out a couple of the Baby's First Book kits to new moms who had not received one when they were in the hospital.

While all interactions were positive, one stood out. A woman had come to the library table very concerned because her child had received a collection letter in the mail for books that had been checked out on a classroom visit. She had not been going to the library because of the fear of fines and losing library privileges. Staff explained to her that we do charge for lost books and the library waives any replacement costs once the books are returned. She was elated because she had been carrying the books around in her car – waiting to gain the courage to go into the library! Staff was able to check in her books using the LEAP station, waive the replacement costs of the items, and get her daughter's account back in good standing. Staff even signed her up for text message alerts so she would never go without knowing when her daughter's items were due back.

Medford Comic Con

The 5th Medford Comic Con (MCC) will take place on April 27 and 28, 2019, at the combined locations of the Medford Library, Rogue Community College HEC building, Astral Games, across South Central Avenue in Parking Lot A, 9th Street between Riverside and Central Avenue, and Bartlett (between 8th Street and 9th Street). The two-day event will continue the legacy built over the past four years, bringing in at least 70 vendors and providing 30 workshops. Currently MCC19 has scheduled 42 workshops, over 80 vendors, and 12 food trucks. The Medford Comic Con 2019 banner will be displayed across Central Avenue the weeks of March 25 through April 22. Guest celebrities include Adrienne King, Ellie Alexander, Peter Tieryas, and more.

MEDFORD COMIC CON

Goals for the 5th Annual Medford Comic Con:
- Support the JCLS mission: Learn, Connect, Grow
    - Host informational workshops and panels

- o   Encourage community participation through contests (e.g. cosplay)
- o   Partner with local businesses to take part in the festivities
- Raise the profile of the library in the community
  - o   Use social media platforms (MCC and JCLS) to promote and advertise events
  - o   Explore additional advertising opportunities (print, radio, etc.)
  - o   Explore the creation of MCC merchandise for retail/fundraising opportunities
- • Increase library cardholders in Jackson County
  - o   Create a limited edition library card to encourage new patron signups
  - o   Create limited edition art prints and additional swag for cardholders
  - o   Work with local businesses to provide incentives for cardholders
  - o   Offer discounts on potential MCC merchandise for cardholders

Support Services

Information Technology

The IT staff, Ron Sharp and Michael White, completed the upgrade of all staff computers in January. Mike suggested using smaller computer models, reducing the cost of under-counter mounting and keeping the computers off the floor. IT also replaced the Patron self-service stations (Self-Checks, Self-Serve Printing, etc.) with new touch screen monitors. As part of the "Library of Things" project, they released six new laptops for in-library use by patrons at the Medford branch. They have upgraded the Polaris Training server in preparation for the Polaris upgrade that will take place in March. The addition of Digital displays at all the branches is well underway. Gold Hill's Digital display was installed last week; Jacksonville and Butte Falls branches are next. These displays will help promote library programs and news consistently throughout the county.

Digital Services

The White City Spark Space soft opening is scheduled for May 18, 2019, before the school year ends. The Sub-committees for Technology and Design have both met and laid out opening day technology solutions and space redesign. An official launch and grand opening will be scheduled for June.

Booktalk Program

JCLS Book Talker Anna Monders has narrowed the list of books she has read over the past several months and selected 32 to be featured in the spring 2019 booktalk season for 4th-6th graders. The final list includes 24 fiction titles in a range of genres, 6 nonfiction, and 2 graphic novels. Monders created brochures with these new titles and crafted a 200- to 300-word booktalk for each title. In addition to the prep work for launching the spring booktalk session, Anna also presented booktalks to two classes of sixth graders from Hoover Elementary during their field trip to the Medford library.

Director's Report-March 2019

Regional Library Report

Bear Creek Region (Ashland, Talent, Phoenix, Central Point)

The Ashland Library continues to provide its typical programming while adding new programs intended to draw audiences not served by past programming. This effort has been spearheaded collaboratively by Branch Manager Kristin Anderson and Librarian Elanna Erhardt, with the enthusiastic support of Ashland Friends. The new programs being announced in the Spring Event Guide include:

- Queer Coffee House on the 1st Saturday of each month, beginning in March.   This program is targeted towards the local LGBTQIA+ community, but all are welcome to participate.
- Camp Film & Trivia Night on the 1st Monday of each month, starting in March. This event is designed to bring in new adults and will definitely also appeal to the LGBTQIA community. It is also scheduled during our very quiet Monday evening hours, with the hope that it will get more activity in the building.

During the month of February (African American History Month), Ashland collaborated with members of the local African American community to provide a central point from which folks could promote African American History events. Now that the channel has been built by which to develop such a display, it is likely to become a regular February feature.

Phoenix Branch Lead Jody Fleming visited three classes from Phoenix Elementary School. One of the classes was a STEAM class of 25 students ranging from Kindergarten to 2nd grade. Fleming read stories, played guessing games, made crafts, distributed library cards and shared information about library resources and services. She was a big hit with the kids!

John Jackson presented his "Pond Life" program at the Phoenix Branch. Fourteen people showed up to learn about all aspects of the area's local ponds, the life cycle of typical ponds, and the food web cycle. A wonderful young patron named Magic won a copy of Jan Brett's book *Mossy*.

The Phoenix Library's Black History Month display featured books about President Obama, Maya Angelou, and US Representative John Lewis. An exclusive, limited edition set of bookmarks commemorating Obama, Angelou, Lewis, Harriet Tubman, and Martin Luther King Jr. are available, as are the full texts of Martin Luther King Jr.'s "I Have a Dream" speech, Obama's speech at the Newtown Memorial, and Colin Kaepernick's interview explaining why he took a knee during the National Anthem.

Director's Report-March 2019

The Talent Library had 38 people turn out for the board game event in February. Patrons enjoyed playing various games.

Lower Rogue Region (Rogue River, Jacksonville, Applegate, Gold Hill, Ruch)

The Rogue River Library started its 4-month long weekly Qigong program sponsored by the Rogue River Friends of the Library. A local non-profit participated in a recent preschool storytime, handing out a new book, *Snow* by Roy McKie and P.D. Eastman, to families who attended. Library Associate Becca Sheetz filled the display cases with her favorite collector series, Tsum Tsum's. As you can see from the photos, they are a little stuffed characters decked out in Disney themes.

Upper Rogue Region (Eagle Point, Shady Cove, Prospect, Butte Falls, White City)

The Butte Falls Library now has a kindergarten class visiting each week with 20 children and 3 adults attending. The class enjoys a storytime, checks out books, and explores all the library has to offer.

The Prospect Library is now offering a "Crafternoon" program on the second Friday of the month.

The Shady Cove Library held its "2nd annual Tea Party." The event brought people together and helped them connect with one another. Two people registered for a new library card during the program, and attendees learned about resources and services they weren't aware that the library provided. The tea party was free, but the FOL also held a bake sale and a book sale. Just over 60 people attended. Huge thanks to the Friends of the Library!

The Eagle Point Library display case has been especially attractive under the direction of staff member Nicole Shuey. Nicole has an unusual collection of Asian ball jointed dolls that she can pose and dress to make a beautiful statement.

Medford Cluster

February brought "I Heart Unicorn Storytime" and crafts to the Medford Children's Library. A large, excited crowd of children and adults created their own unicorn headbands and tried out some unicorn poop.

The Reference team is very excited for the upcoming changes, specifically for Interlibrary Loans. The increase of access to materials is expected to create a large positive response and increase in requests for this great service.

The Medford Library's Centennial Book Challenge just had its first submission of 30 books for the year.

The interactive display to celebrate Black History Month gave trivia and reference/direction for further studies on leaders in the Civil Rights Movement.
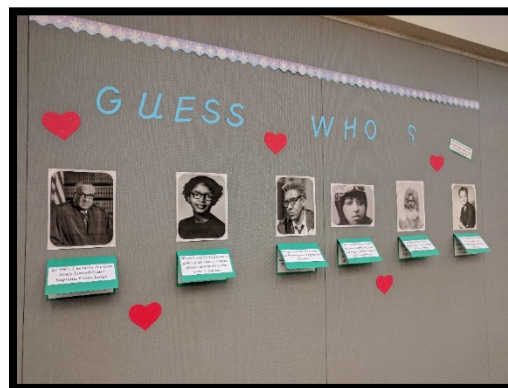
Jackson County Library FOUNDATION

Foundation Report
March 2019

Annual Appeal Response Metrics

Below is a table with an analysis of the 2018 Annual Appeal. More details are available upon request. Please note that donations made in response to hand delivery and in-branch signage were impossible to differentiate upon receipt; those two methods are combined in the Income and Metrics sections of the table. All this information, along with all additional detail, will be passed on to the next Executive Director.

METHOD		EXPENSE	INCOME		METRICS		
Description	Count	Total Cost	Count	Amount Received	Rate of Response	Average Donation	Cost per Dollar Raised
Current Donors (2012-2018)	435	$ 561.18	82	$ 6,473.75	19%	$ 78.95	$ 0.09
Previous Donors	620	$ 462.28	11	$ 670.00	2%	$ 60.91	$ 0.69
Prospective Donors	5067	$ 3,728.54	26	$ 1,475.00	1%	$ 56.73	$ 2.53
Unspecified Hand Delivery	278	$ 128.27					
In Branch Signage	1000	$ 322.80	21	$ 6,766.00	2%	$ 322.19	$ 0.05
	7400	$ 5,203.07	140	$ 15,384.75	2%	$ 109.89	$ 0.34

Alice F. Saunders Bequest

The Foundation has received the first distribution of **$112,000** from the Saunders estate. All funds are for the benefit of the Medford library branch. A thank you letter signed by Mitch and Kari has been sent to the estate's representative.

Executive Director Search

The Foundation Board decided to hire a recruiter to handle the search for a new Executive Director. That search is now underway. In the interim, Elisabeth has been approved to work up to 30 hours per week to cover additional responsibilities normally assigned to the Executive Director.

Library Strategies Workshop

Mitch and Elisabeth will attend the Library Strategies workshop on March 30th. If a new Executive Director has been hired then they will attend instead of Elisabeth.

Funding Request to Library District

The Foundation has submitted a request to the Jackson County Library District asking for operational support for the next two fiscal years. A copy of this request is attached.

Foundation Financials 2018

Financial Statements for January 1, 2018 – December 31, 2018 have been finalized and posted on the JCLF website. Form 990 2018 has been completed and submitted to CPA for review.

Title: 2020 Transition Report

From: Lisa Marston, District Administrator
             Jacqueline Bunick, District Legal Counsel

Date: March 8, 2019

Overview:

On January 25, 2019, the Board of Directors participated in a facilitated work session to develop a road map for the transition from an LS&S-operated library system to a District-operated library system. The purpose of this report is to provide a status update in key areas. Please note that only the highest-priority action items with deliverables due by or before June 30, 2019 are included in this month's report.

Staffing/HR:

- TASK 1: *Consult with labor and employment law attorney ASAP.* Jacqueline Bunick contacted a second law firm that was recommended to us, a firm that not only has a strong employment and labor law practice, but also extensive experience advising public employers. We have communicated frequently with this firm over the last two weeks and are waiting on a time and cost estimate from them. In the meantime, we have scheduled a meeting for March 15 with the attorney who would be our primary contact. We will have more to share with the Board on March 14 regarding some of the conversations we have had with this firm's attorneys thus far.

- TASK 2: *Hire HR consultant ASAP.* Action on this task is pending completion of Task 1, as the HR transition plan will largely depend on what legal counsel tells us about the District's duties and responsibilities as a public employer under state and federal laws. That said, based on preliminary feedback from outside legal counsel, we may be able to move forward with certain HR-related tasks before a final legal opinion is obtained. We can discuss this further on March 14.

- REQUEST: Given the scope of the Staffing/HR component, I recommend the Board form a Personnel Committee to support this "big rock" moving forward.

- TARGET: We are still on pace to have recommendations regarding Staffing/HR to the Board by July 1, 2019, and for the Board to make HR decisions by September 30, 2019.

Facilities:

- TASK 1: *Contact Jackson County legal counsel ASAP.* Jacqueline Bunick called Joel Benton on February 8. Mr. Benton suggested the District start working to secure agreements with the cities and other property owners.

- TASK 2: *Contact cities and other entities to discuss agreements ASAP.* On February 11, Jackie and I met over the phone with Ashland City Manager Kelly Madding. The next City on the contact list is Talent. We are scheduled to meet with Talent City Manager Sandra Spelliscy on March 12.

- TASK 3: *Start drafting agreements ASAP.* Jackie will start working on an agreement with Ashland's legal counsel as her schedule permits.

- TARGET: We are on pace to meet with all of the entities by June 30, 2019, while concurrently starting to draft the agreements.

Technology/IT Support:

- TASK 1: *Hire IT consultant by March 15, 2019.* A proposal from IT Consultant, Carson Block, is included in this agenda packet, along with a recommendation to contract with Mr. Block to assess our current technology and advise the District on a technology transition plan.

- TARGET: We are on pace to meet the goal of having IT options for the Board to review by July 2019.

Communications (internal/external):

- TASK 1: *Implement 1st quarterly communication by April 2019.* In addition to updating the Board on the progress of the 2020 transition plan, this report is intended to communicate with JCLS staff and other key stakeholders about the transition. A 2020 transition report will be included every month moving forward to keep interested parties informed.

- TASK 2: *Develop External Communications Plan by May 2019.* Communications team needs to schedule first meeting.

- TARGET: Communication will be an ongoing deliverable of the 2020 transition plan. Monthly reports like this one will help to achieve the goal of communicating frequently and consistently with key stakeholders regarding the transition.

Title: Staffing Needs Proposals

From: Kari May, Library Director

Summary:

The following document explores the impact of the Two-Year Plan to Increase Active Cardholders and assesses staffing needs to keep customer service and basic tasks at their current level while allowing management, branch, and other staff to engage in the additional planning, analysis, oversight, and outreach needed to keep the ambitious 2-year plan on track. In most cases this means adding staffing so that employees with the background and system knowledge to carry out these specialized tasks can be freed up.

Actions, Options, or Potential Motions:

Recommendation:

It is recommended that the Board approve this initiative at the March JCLD Board Meeting

Resource Requirements:

The total proposed hours increase across JCLS would be 280 additional staff hours. The proposed budget is $353,254 for total compensation, including the Business Librarian position, which was already approved at $65,000.

Policies, Plans, and Goals Supported:
This initiative assists in meeting the goals of the 2-Year Plan to Increase Active Cardholders.

Background and Additional Information:

In September 2018, the Jackson County Library District Board approved the 2-year Active Cardholder Plan with 42 initiatives to radically increase the number of Jackson County residents who have library cards and are actively engaged in using the Library. While the plan projected specific staffing, collection, and other areas needing funding, also included was a range of initiatives with no additional cost, but a provision in initiative 8(a) to reassess the impact on staffing of adopting the initiatives in full.

Attachments:
Proposal document.

JCLS Staffing Analysis Related to the 2-Year Plan to Increase Active Cardholders

Tactic 8(a)

In September 2018, the Jackson County Library District Board approved the 2-year Plan to Increase Active Cardholders (the Plan) with 42 initiatives to radically increase the number of Jackson County residents who have library cards and are actively engaged in using the Library. While the Plan projected specific staff, collection, and other areas needing additional funding, also included was a range of initiatives with no projected additional costs, but with the provision in initiative 8(a) to assess the impact on staffing once JCLS started implementing the Plan.

The following document explores the impact and assesses staffing needs to keep customer service and basic tasks at their current level while allowing management, branch, and other staff to engage in the additional planning, analysis, oversight, and outreach needed to keep the Plan on track. In some cases, this means adding staffing so that employees with the background and system knowledge to carry out these specialized tasks can be freed up.

After an analysis of current staffing levels, staff schedules at each branch and department, and speaking with key supervisors, the following recommended changes to staff levels in Jackson County are necessary to maintain the current level of service and to be successful attaining the goals outlined in the Plan. The positions proposed are related to the positive success of the 2-Year Active Cardholder and Technology Plan, and as such, we recommend these positions be funded through the monies set aside for the Strategic Plan.

Branch Operations - Ashland

1 x 40 Librarian I
1 x 40 Library Associate 2

Total proposed: 80 hours

In the summer of 2018, LS&S added a significant number of staff hours for branches throughout JCLS which allowed for additional coverage, local programming, and outreach. However, the demands of the Plan require JCLS to pull management- and supervisor-level staff from their regular responsibilities to help plan and implement the tactics outlined in the 2-year plan. Much of the staff impacted is located at the Medford and Ashland Branches.

We recommend an addition of 40 hours weekly to Librarian staff and an additional 40 hours at the LA2 level to provide the support necessary to execute the Plan. Currently, in order for Ashland staff to participate on system wide committees, substitute hours are required; additional hours for regular staff would give the Ashland branch greater flexibility to participate and provide their expertise on the Plan. The Ashland Library had a 77% cardholder rate at the beginning of FY18/19, and therefore we value their input on system-wide committees to share any insights and methods they feel have helped them achieve such a high penetration rate.

Support Services

2 x 40 hour Digital Services Associate
Our Digital Services team has had a positive impact in the communities we serve, and demand for appointments continues to increase. In the first two quarters of this fiscal year, the digital services team saw an increase of 97% of patrons served and a 93% increase in the number of appointments scheduled. In order to meet growing demand for technical training for the public, we need a Digital Services Associate in each region. In addition to the one-on-one appointments, these new positions would assist with outreach events, staff training, and potentially allow JCLS to add computer classes in the future. Recruitment for bilingual staff would be emphasized.

2 x 40 hour Library Associate 3 in Outreach
In the Outreach Department, an additional full time staff person would be cross-trained to work in both Outreach to Homebound and Outreach to Child Care. This position would also help represent the library at community events and increase outreach to the schools, serving as a back-up to the current book talker. The second outreach associate would serve as a liaison to the school districts to implement the student cards in the second year of the Plan.

Business Outreach Librarian
1 x 40 hour Librarian
Please note that this additional position was already approved for funding by the Board. Since one of the focal areas of the Plan is the Business communities in Medford and Central Point, a Business Outreach Librarian position has been proposed and approved by the Board. The position is under recruitment. The Business Librarian will curate the business database collection, build a physical business collection, schedule appointments with local business owners, and attend business-focused events in Medford and Central Point.

Total Proposed: 200 hours

Summary of Request
Total Cost: $353,234 annually

Position	Hours	Location	Potential Start Date
Librarian 1 (Reference)	40	Ashland	4/16/19
Library Associate 2	40	Ashland	4/16/19
Digital Services Associate	40	Support Services	4/16/19
Digital Services Associate	40	Support Services	7/1/19
Library Associate 3	40	Outreach	4/16/19
Library Associate 3	40	Outreach	8/1/19
Librarian 1 (Business)	40	Support Services	4/1/19

Amendment No. 2 to Employment Agreement

1.   This Amendment No. 2 is to the Employment Agreement effective May 21, 2018, between the Jackson County Library District (District) and Lisa Marston (Administrator).

2.   This Amendment shall become effective on the date it is fully executed and approved as required by applicable law.

3.   The Agreement is hereby amended as follows (new language is indicated by underlining and deleted language is indicated by strikethrough):

4.   **Effective Date and Duration:** This Agreement shall have an effective date of May 21, 2018. This Agreement shall be reviewed and revised by the Board in ~~December 2018~~ January 2020.

5.   **7.1 Salary:** Effective January 1, 2019, the District agrees to pay the Administrator for services rendered pursuant hereto an ~~initial~~ annual base salary of ~~eighty-five~~ eighty-seven thousand five-hundred and fifty dollars ($~~85,000.00~~ $87,550.00), payable in equal monthly installments with payroll deductions. Effective July 1, 2019, the Administrator shall receive a cost of living increase of 2.0 percent.

7.2.1 Retirement Plan Contribution: ~~For six~~ twelve months following the effective date of this Agreement, The District shall pay a 10% of gross salary contribution to Administrator. If the District adopts a general retirement plan including executive employees, then the District shall contribute a percentage of Administrator's gross salary to the District's retirement plan, as set forth therein, instead of direct retirement contributions to Administrator.

7.2.2 Healthcare Benefits: ~~For six~~ ten months following the effective date of this Agreement, The District shall contribute on behalf of the Administrator the monthly insurance premiums of up to $750/month for hospital/medical, dental, vision, and prescription ~~COBRA~~ healthcare benefits.

Except as expressly amended above, all other terms and conditions of the original Agreement are still in full force and effect.

JACKSON COUNTY LIBRARY DISTRICT

_____
Susan Kiefer, Board President   Date   Approved as to Legal Sufficiency

                                                      _____
                                                      Jacquelyn Bunick   Date
LISA MARSTON

_____
Lisa Marston   Date

Title: Proposal to Request Operational Funding

From: Jackson County Library Foundation

Date: March 14, 2019

Summary:

The following document provides a brief history of the Jackson County Library Foundation (JCLF, Foundation) and explains the operational funding challenges facing JCLF today.

Actions, Options, or Potential Motions:

In order for JCLF to thrive, the JCLF Board and Staff are asking the Jackson County Library District to fund a portion of the Foundation's operating expenses for two years.

Recommendation:

We recommend funding a portion of JCLF's operating expenses for two years. Doing so will allow JCLF to concentrate on supporting library initiatives, capital enhancements, and system-wide programming, and thus provide a better value to the District.

Resource Requirements:

$50,000-$90,000 per year.

Policies, Plans, and Goals Supported:

Growth of a sustainable philanthropic partner.

Additional Information

2018 Financial Statements are attached.

Short History of JCLF

JCLF was informally created in 1982 with the intent of launching a capital campaign to rebuild the libraries; some of the buildings dated back to the early 1900's. Unfortunately, the necessary bond measure failed to pass.

The need for expanded libraries grew. A capital campaign finally got off the ground in the late 1990s with a generous bequest from influential community member Isabel Sickels and the passage of a $30 million library bond. After officially incorporating in 1993, JCLF spearheaded the campaign, raising $2 million in donations, grants, and sponsorships, with additional support from the individual Friends of the Library groups. All fifteen libraries were rebuilt or renovated thanks to the success of this campaign.
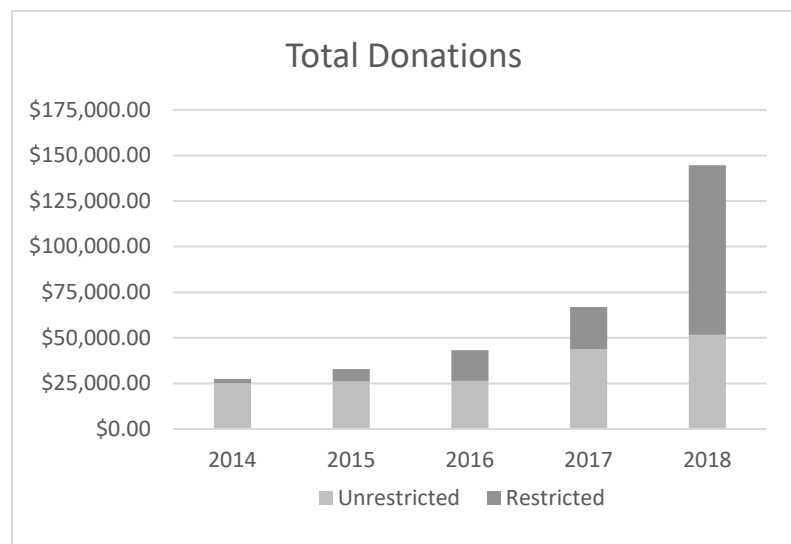
In 2007, the County cut funding for JCLS and closed all 15 library branches for six months. The Foundation responded to this crisis by supporting literacy through a community reads program and lecture series, and by expanding Baby's First Book to Medford hospitals. Permanent funding and the future of JCLS remained uncertain until the Libraries for All campaign passed the special district levy in 2014 and formed the Jackson County Library District.

JCLF Today

With stable and sustainable funding for JCLS in place, the Foundation's new mission is to "secure resources that strengthen literacy and innovation in our community" – essentially, to fundraise for Jackson County's public libraries. As the philanthropic partner of the District, private dollars raised by JCLF should go beyond basic operating expenses to help support innovative initiatives, capital enhancements, and new projects and programs.

Since February 2017, JCLF has focused on rebuilding its fundraising capacity. This effort includes instituting an annual appeal, updating marketing materials, stewarding donors, writing grants, increasing board capacity, stabilizing infrastructure, and rebuilding relationships with the library and the community.

These efforts are showing results. From 2016 to 2018, income from donations grew by more than 300%.

Total Donations

Proposal to Request Operational Funding – Jackson County Library Foundation – Page 2

24

Current Costs and Sources of Funding

JCLF struggles to meet its operating budget. In 2017 JCLF had an operating deficit of $22,569. In 2018 it was$32,212. In 2019 The Foundation anticipates another 50% increase in that deficit (this includes unrestricted donations but not changes in the value of investments). While income *is* increasing, the need to fund crucial operating expenses, such as salaries for a full time Executive Director and a part time Office Manager/Bookkeeper, means that costs have increased more.

JCLF has two reliable sources for unrestricted income: A bi-annual distribution from a quasi-endowment managed by the Oregon Community Foundation and an annual distribution from a donor advised fund held by the Oregon Community Foundation. This income is projected to cover about 35% of the overall operating budget for the Foundation. The anticipated deficit means that JCLF must use unrestricted donations to support operations and continually fundraise for unrestricted donations.

This is not a stable source of funding. JCLF has found that while donors are generous and eager to support restricted fundraising campaigns that directly benefit the community, donors are wary of making unrestricted gifts to support JCLF operations. In 2018 the Annual Appeal targeted unrestricted donations and brought in a net of only $10,000. Donors don't understand the need to fund JCLF's operations, as 1) "Foundation" implies wealth and 2) many don't see the difference between the library and JCLF; they assume that their tax dollars already support JCLF's operations. Most grantors and sponsors are also unwilling to support operating costs, preferring to fund programs and capital improvements.

Proposal

JCLF is requesting that the District fund a portion of JCLF's operating expenses for two years at which time the value of the investment can be reevaluated by the District.

This structure has numerous benefits for both the District and JCLF:
1. JCLF could concentrate on enhancing and improving library initiatives, capital enhancements, and system-wide programming instead of spending resources raising unrestricted funds to support Foundation operations.
2. Donations would increase. Research and anecdotal experience both demonstrate that donors are much more likely to support specific fundraising asks.
3. 100% of all donations would support the Jackson County Libraries – including unrestricted donations. This would also encourage donations of all kinds.
   a. For example, unrestricted donations could be used to create an "Innovation Fund" that the Library Director could use at their discretion to fund exciting new projects in line with the District's priorities. The Ashland Community Hospital Foundation recently began a similar fund that, so far, has met with great success.
4. JCLF could manage all donations intended to benefit the Jackson County Libraries, rather than any funds being managed by the District itself. JCLF has the capacity to 1) hold short term funds until ready for use, 2) invest long term funds to maintain their value, 3) add to the JCLF endowment, and 4) work with OCF to create specific endowments that benefit restricted

purposes. JCLF has more flexibility when investing than the District due to its public charity status.

This structure is not unprecedented. Many library foundations are funded, at least in part, by the organizations they support. The most relevant example is the Deschutes Public Library Foundation, whose staff are employees of the Deschutes Public Library and compensated accordingly. Other examples include Anchorage Library Foundation, Johnson County Library Foundation, and the Charlotte Mecklenburg Library Foundation.

Many local foundation staff are also employed by the organization they support. Examples include Rogue Community College Foundation, Providence Hospital Community Foundation, Asante Foundation, Southern Oregon University Foundation, Ashland Community Hospital Foundation, and the Rogue Valley Manor Foundation.

Conclusion

JCLF has the potential to become a dynamic philanthropic partner to the Library District. Freed from the need to fundraise for operating expenses, the Foundation can pursue and secure funding in direct support of JCLD's mission to connect everyone to information, ideas and each other. JCLF's board and staff are committed to our libraries and our communities, and eager to contribute to both.

Jackson County Library
FOUNDATION

Statement of Financial Position
As of December 31, 2018

		As of December 31, 2018		As of December 31, 2017
Assets				
Cash	$	146,753.46	$	123,828.99
Prepaid Expeneses		2,359.20		1,404.52
Short Term Investments		851,315.51		835,188.05
Grants Receivable		12,000.00		-
OCF Endowment		427,827.09		460,268.24
Total Assets		**1,440,255.26**		**1,420,689.80**
Liabilities and Net Assets				
Liabilities				
Credit Card		914.12		
Accounts Payable		1,905.76		290.00
Disbursements Payable		143,862.32		
Payroll Liabilities		-		1,448.60
Total Liabilities		146,682.20		1,738.60
Net Assets				
With Donor Restrictions - Branch Funds		151,669.22		243,158.63
With Donor Restrictions - Other		286,079.41		263,268.18
Without Donor Restrictions - Designated		52,367.53		52,490.09
Without Donor Restrictions - Undesignated		803,456.90		860,034.30
Total Net Assets		1,293,573.06		1,418,951.20
Total Liabilities and Net Assets	$	**1,440,255.26**	$	**1,420,689.80**

Jackson County Library FOUNDATION

Fund Balances - Director's Report
As of December 31, 2018

Funds with Donor Restrictions - Library Branches

Branch - Applegate Fund Balance	$ 1,552.89	
Branch - Ashland Fund Balance	9,107.72	
Branch - Butte Falls Fund Balance	1,316.10	
Branch - Central Point Fund Balance	272.16	
Branch - Central Point/Sandra Marks Bequest Fund Balance	96,640.58	
Branch - Eagle Point Fund Balance	8,969.20	
Branch - Gold Hill Fund Balance	11,467.01	
Branch - Jacksonville Fund Balance	3,701.27	
Branch - Jacksonville/Chevron Fund Balance	817.98	
Branch - Medford Fund Balance	455.07	
Branch - Medford/Children's Fund Balance	2,500.00	
Branch - Phoenix Fund Balance	249.71	
Branch - Prospect Fund Balance	1,255.50	
Branch - Rogue River Fund Balance	588.79	
Branch - Rogue River/Children's Fund Balance	500.00	
Branch - Ruch Fund Balance	5,049.91	
Branch - Shady Cove Fund Balance	3,892.81	
Branch - Shady Cove/Children's Fund Balance	500.00	
Branch - Talent Fund Balance	2,699.37	
Branch - White City Fund Balance	133.15	
Total Branch Funds		$ 151,669.22

Funds with Donor Restrictions - Other

Jackson County Library Services Fund Balance	1,486.60		
Jackson County Library Programs Fund Balance	500.00		
Outreach to Child Care Fund Balance	6,448.91		
Outreach to Child Care/Restricted Grant Balance	16,000.00		
Outreach to Homebound Fund Balance	10,741.61		
Baby's First Book Fund Balance	4,594.60		
Medford Comic Con Fund Balance	0.00		
Collections Fund Balance	10,719.30		
Collections Fund Balance - Digital	1,560.77		
Spark Space Fund Balance	100.00		
Art Committee Fund Balance	1,647.20		
Owens Bequest Outreach Fund Balance	213,039.92		
Houlihan Permanently Restricted Principal	19,240.50		
Total Other Restricted		286,079.41	
Total Funds with Donor Restrictions			$ 437,748.63

Funds without Donor Restrictions - Board Designated

JCLF Endowment	4,382.90		
Development Fund	47,984.63		
Total Board Designated		52,367.53	
Funds without Donor Restrictions - Undesignated			
Unrestricted General Operating	375,629.81		
OCF Endowment	$ 427,827.09		
Total Undesignated		$ 803,456.90	
Total Funds without Donor Restrictions			855,824.43
Total Funds (Net Assets)			$ 1,293,573.06

Jackson County Library FOUNDATION

Statement of Activities
January 1, 2018 - December 31, 2018

	2018			2017
	Without Donor Restrictions	**With Donor Restrictions**	**Total**	Total
Revenue and Support				
Contributions	$ 19,518.00	$ 46,770.46	$ **66,288.46**	$ 29,943.50
Grants	25,199.04	51,500.00	**76,699.04**	37,234.29
Investment Earnings/ Misc	27,333.86	-	**27,333.86**	14,977.28
Unrealized Gain (Loss) on Investment	(20,406.76)	-	**(20,406.76)**	57,324.16
In-Kind Donations	6,000.00	-	**6,000.00**	
Net Assets Released From Restriction	175,036.53	(175,036.53)	**-**	-
Total Revenue and Support	232,680.67	(76,766.07)	**155,914.60**	139,479.23
Expenses				
Programs and Disbursements				
Program Expense	23,059.81	-	**23,059.81**	3,209.48
Library Disbursements	156,142.66	-	**156,142.66**	19,884.66
Total Programs and Disbursements	179,202.47	-	**179,202.47**	23,094.14
Supporting Services				
Personnel Expense	64,476.49	-	**64,476.49**	
Management and General	28,859.81	-	**28,859.81**	66,237.09
Fundraising	8,753.97	-	**8,753.97**	12,545.64
Total Supporting Services	102,090.27	-	**102,090.27**	78,782.73
Total Expenses	281,292.74	-	**281,292.74**	101,876.87
Net Income (Change in Net Assets)	$ (48,612.07)	$ (76,766.07)	**(125,378.14)**	37,602.36
Net Assets, beginning of period			1,418,951.20	1,381,348.84
Net Assets, end of period			**1,293,573.06**	$ 1,418,951.20
Net Assets, end of period per Statement of Financial Position			1,293,573.06	
Net Assets, end of period per Statement of Activities			$ 1,293,573.06	
Net Asset Variance			**-**	

Title: IT Consultant Proposal

From: George Prokop, Board Vice President
Lisa Marston, District Administrator

Recommendation:
We recommend authorizing the Board President to sign a personal services contract with Carson Block Consulting to conduct an assessment of the Library's technology and to recommend a technology transition plan. The work product will comprise two parts: 1) an assessment of the current state of the library's technology and an analysis of the District's options; and 2) a technology transition plan and timeline with identified risks, which defines the path the District should take to achieve the recommended end state at the time of transition and one year post transition, i.e., July 1, 2021.

Budget Impacts:
Lump sum fee of $16,000, plus expenses for a 3-day site visit. Funds allocated in the District's FY 18/19 Adopted Budget for consultant fees would be used to pay for the IT assessment and transition plan.

Policies, Plans, and Goals Supported:
A top Board priority is to plan for the 2020 transition. Obtaining an IT Consultant to assess the District's current technology infrastructure, staffing, operations, and options for the future is a key deliverable in the 2020 Transition Plan.

Community Impacts:
The Library's technology is critical to Library operations and the seamless delivery of services to patrons. We also share our Polaris ILS (Integrated Library System) with Rogue Community College (RCC), so any change in our current technology infrastructure would impact RCC. Therefore, proactive communication and coordination with RCC must take place before any final decisions are made regarding the Library's technology systems and services.

Background and Additional Information:
Mr. Block is based in Colorado, but has consulted with dozens of public libraries across the country, from Alaska to New York, including Pierce County Libraries in Tacoma, Washington, and Santa Cruz Public Library and Oakland Public Library in northern California. One of Mr. Block's current projects is with the Sonoma County Library System in northern California. If Mr. Block is able to get started on our project within the next few weeks, he feels confident he can deliver a finished product by July 2019.

What set Mr. Block apart from the other library consultants we considered was his IT experience and the fact that his consulting practice focuses on technology strategy, planning, management, and training. The quality and responsiveness of Mr. Block's proposal, as well as the breadth and depth of his prior experience with public libraries (including libraries in the Northwest), his references (including Kari May), and his phone interview were the other deciding factors that influenced our recommendation.

Attachments:
1. Carson Block Consulting Technology Assessment Proposal

Proposal: Technology Assessment & Recommendations for the Jackson County Library District

Carson Block
Library Technology Consultant
February 2019

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Table of Contents

Introduction

It is my pleasure to submit this proposal for a technology assessment & recommendations for the Jackson County Library District.

I believe in the transformational power of libraries. Every day, the lives of people across the world are changed for the better by simply having access to the people, collections, and programs that make up library services.

Carson Block Consulting Inc. is a values-driven company with an understanding that technology is increasingly crucial to fulfilling the public good role of the library. It is also a piece that should be seamless in its integration into the fabric of the library -- acting as both efficient support and offering new opportunities for service and innovation.

In short, I care about the success of the Jackson County Library District in serving your communities and I want to help by adding my skills and experience to yours to make things better.

I want to thank you for considering my proposal, and look forward to the possibility of discussing your needs further.

Technology Assessment and Recommendations

The purpose of the technology assessment is to identify the current state of the Library's Information Technology (IT) resources (including technology structure and resources, IT staffing levels and structure, and organizational relationships) and make recommendations to best serve the library's future plans .

The technology assessment will include a high-level review of connectivity, services, and the resources (including budget, network infrastructure, server and end-user hardware, software, security, outsourcing and/or maintenance contracts and others) currently designated for technology support.

The staff structure review will include a high-level review of the current human resources designated for IT support, including current IT Department staffing structure, current expectations of staff (via written job descriptions or otherwise), staff assignments, and skills as applicable to current and future expectations. The review will also identify and evaluate the communications structures, tools and practices of the IT Department in relationship to its direct and indirect customers as well as partners and vendors.

Deliverable: The consultant will provide the library with a written report containing findings and recommendations.

To perform these activities, it is anticipated that one site visit (of at least 3 day duration) will be performed. The site visits will include a physical tour of the library's technology resources (at select branch libraries) as well as focus group meetings with the library director, library management, library staff, IT staff, and other key stakeholders as identified by the library.

The library may desire a second site visit for the consultant to deliver the report.

It is anticipated that work before and after the site visits will be performed remotely, in conjunction with the library. It is likely that virtual meetings between the library and consultant will be scheduled as part of this remote work.

Schedule

A mutually-acceptable schedule will created by the consultant and the library within 30 days of contract signing.

Fees

Lump sum fee of $16,000 plus expenses for the site visit.

It is expected that the consultant will perform one site visit to complete this scope of work. The library may desire a second site visit for the consultant to deliver the final report.

Additional services not defined in this scope of work are available at the mutual consent of the library and consultant. The consultant's hourly rate is $200/hr.
The consultant will observe the Jackson County Library District's policies for project expenses.

Profile and References

Business Background and Qualifications

Carson Block Consulting Inc. is a full-service library technology-consulting firm established as Carson Block LLC in 2010, and incorporated as Carson Block Consulting Inc. in 2012. Primary areas of consulting including library technology planning; facilities and services master planning; IT Department audits, assessments, and improvement plans; and teaching, training, facilitation and public speaking on library technology and general library advocacy topics.

Contact Information

Carson Block Consulting Inc
2913 Michener Court
Fort Collins CO 80526

Ph: (970) 673-7475
http://www.carsonblock.com/
Twitter: @CarsonBlock

Personnel

Carson Block is the company principal and will perform the work proposed in this proposal.

Carson has a personal assistant who provides help with logistics and coordination.

References

Additional references are available upon request)

Anne E.C. Norman, Director / State Librarian
Delaware Division of Libraries / State Library
43 S DuPont Hwy Dover DE 19901
302-739-4748 / fax 302-739-6787
annie.norman@state.de.us

Sharon Morris
Director, Library Development
Colorado State Library
P 303.866.6730
201 East Colfax Avenue, Room 309, Denver, CO 80203
Morris_S@cde.state.co.us | www.cde.state.co.us

Sara Dallas
Director, Southern Adirondack Library System
22 Whitney Place
Saratoga Springs, NY 12866
ph: 518-584-7300 ext 205
sdallas@sals.edu

Very Brief Bio:

Carson Block has lead & loved library technology efforts for more than 25 years. He's been called a "Geek who speaks English" and occasionally compared to Ferris Bueller and Calvin (and Hobbes). Carson is dead serious about the essential and positive community impacts of libraries and focuses his consulting practice on helping libraries increase their capacity to serve patrons. Carson has served in leadership positions in ALA ASCLA, ColoradoPLA and others, and evangelizes libraries to SXSW Interactive and other tech communities. Carson is the author of *Managing Library Technology: A LITA Guide* (Rowman & Littlefield).

Brief Bio:

Carson Block has been a library technologist for more than 25 years – as a library worker, IT Director and now a Library Technology Consultant. He has been called "a geek who speaks English" and enjoys acting as a bridge between the worlds of librarians and hard-core technologists. He has a passion to de-mystify technology for the uninitiated, and to help IT professionals understand and support the goals of libraries.

As a consultant, Carson is often brought in to help solve complex institutional issues and to help align the library's public service mission with its technology efforts to serve the needs of patrons and staff.

Carson's work includes technology strategic planning; technology visioning and future-proofing; library service design; facilities master planning; library technology architectural programming and budgeting for new library construction and remodeling projects; facilities master planning; analysis of IT structure and staffing; IT position recruiting, digital cultural heritage projects and more.

Carson is a humorous, energetic and engaging facilitator, and a frequent speaker and webinar presenter for library events and beyond – including bringing messages of library advocacy to South by Southwest Interactive (SXSWi) since 2012 and 2013 (covered by Time magazine at http://techland.time.com/2012/03/11/sxsw-the-fate-of-libraries/). Carson also presented at SXSW Film in 2015 and 2016 and also played as a solo act during the music conference.

Carson is a Director-At-Large for the American Library Association's Association of Special and Cooperative Library Agencies (ASCLA) and is a past Chair of ASCLA's Library Consultant's Interest Group. He is also a member of the Future of Libraries advisory group to ALA's Office of Information Technology Policy, and a member of the former 21st Century Libraries Committee of the ALA's Office of Information Technology Policy (OITP). Carson is also Past President of the Colorado Division of the Public Library Association.

Carson is the author of *Managing Library Technology: A LITA Guide* (Rowman & Littlefield 2017).

Attachment A: Clients and Activities, Carson Block Consulting Inc.

Facilities Master Planning
- Cincinnati Public Library   Cincinnati, OH
- Johnson County Libraries   Johnson County, KS
- Anchorage Public Library   Anchorage, AK
- New Braunfels Public Library   New Braunfels, TX
- Round Rock Public Library   Round Rock, TX
- Seguin Public Library   Seguin, TX
- Lyons Public Library   Lyons, CO
- Poudre River Public Lib District   Ft. Collins, CO

Facilities Design - Technology
- Bellevue Public Library   Bellevue, NE
- New Braunfels Public Library   New Braunfels, TX
- Poudre River Public Library District   Fort Collins, CO
- Olathe Public Library   Olathe, KS
- Rt. 9 Library   Wilmington, DE
- Dayton Metro Libraries   Dayton OH
- Highland Public Library   Highland, NY
- Logan Public Library   Logan, UT
- Moffat Library of Washingtonville   Washingtonville, NY
- Kinderhook Memorial Library   Kinderhook, NY
- Seguin Public Library   Seguin, TX
- Gloversville Public Library   Gloversville, NY
- Hewitt Public Library   Hewitt, TX

Technology Planning
- Sonoma County Libraries   Sonoma County, CA
- Miami-Dade Public Library System   Miami, FL
- Flower Mound Public Library   Flower Mound, TX
- Lexington Public Library   Lexington, KY
- Teton County Libraries   Jackson, WY
- Flower Mound Public Library   Flower Mound, TX
- Central Arkansas Library System   Little Rock, AR
- Tacoma Public Library   Tacoma, WA
- Anchorage Public Library   Anchorage, AK
- Pierce County Libraries   Tacoma, WA

- Santa Cruz Public Library   Santa Cruz, CA
- Delaware Department of Libraries   Dover, DE
- Poudre River Public Lib District   Ft. Collins, CO

Strategic Planning

- Sonoma County Libraries   Sonoma County, CA
- Poudre River Public Library District   Fort Collins, CO
- Miami-Dade Public Library System   Miami-Dade County, FL
- New Jersey State Library   Trenton, NJ
- Georgia PINES Network   Atlanta, GA
- eiNetwork   Pittsburgh, PA
- Johnson County Libraries   Johnson County, KS
- Los Angeles Public Library   Los Angeles, CA
- Muskingum County Libraries   Zanesville. OH
- Iowa City Public Library   Iowa City, IA
- Provo City Library (for Google Fiber)   Provo, UT
- Vigo County Libraries   Terra Haute, IN

New Public Service Model Design

- Oakland Public Library   Oakland, CA
- Flathead County Libraries (workshop)   Kalispell, MT

Technology Design for Library Construction and Remodeling

- Bellevue Public Library   Bellevue, NE
- New Braunfels Public Library   New Braunfels, TX
- Kinderhook Public Library   Kinderhook, NY
- Olathe Public Library   Olathe, KS
- Dayton Metro Libraries   Dayton, OH
- Route 9 Library   Wilmington, DE
- Gloversville Public Library   Gloversville, NY
- Highland Public Library   Highland, NY
- Moffat Library of Washingtonville   Washingtonville, NY
- Seguin Public Library   Seguin, TX
- Artesia Public Library   Artesia, NM
- Larry J. Ringer Library   College Station, TX

Technology Assessment/Documentation for Construction Projects

- Route 9 Library   Wilmington, DE

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- Olathe Public Library   Olathe, KW
- Hewitt Public Library   Hewitt, TX
- Seguin Public Library   Seguin, TX
- Claverack Public Library   Claverack, NY
- Cairo Public Library   Cairo, NY
- Artesia Public Library   Artesia, NM
- Poudre River Public Lib District   Ft. Collins, CO

Analysis for Technology
- Salt Lake City Libraries — Salt Lake City, UT
- Tacoma Public Library — Tacoma, WA
- Spanish Peaks Library District — Walsenburg, CO
- Iowa City Public Library — Iowa City, IA
- Muskingum County Libraries — Zanesville, OH
- Dayton Metro Libraries — Dayton, OH
- Denver Public Library — Denver, CO
- Pierce County Libraries — Tacoma, WA
- Davies Public Library — Owensboro, KY
- East Bonner Library District — Sand Point, ID
- Broomfield Public Library — Broomfield, CO
- Front Range Community College Library — Westminster, CO
- Sterling Public Library — Sterling, CO
- Clearview Library District — Windsor, CO
- Red Feather Lakes Public Library — Red Feather Lakes, CO
- Lyons Public Library — Lyons, CO
- Bucks County Free Library Assoc. — Doylestown, PA

Library IT Staffing – Position Design & Recruitment
- Central Arkansas Library System (CALS) — Little Rock, AR
- Cooperative Computer Services — Chicago, IL
- Houston Public Library — Houston, TX
- Bucks County Free Library Assoc. — Doylestown, PA
- Toledo-Lucas County Library — Toledo, OH
- Tacoma Public Library — Tacoma, WA
- Pierce County Libraries — Pierce County, WA
- Anchorage Public Library — Anchorage, AK

Workflow Assessments
- Poudre River Public Library District (AMH) Fort Collins, CO
- Dayton Metro Libraries (AMH, Courier &Tech Svs) Dayton, OH

Carson Block Consulting Inc.   librarylandtech@gmail.com   www.carsonblock.com
(970) 673-7475

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RFID
- Poudre River Public Library District   Fort Collins, CO
- Artesia Public Library   Artesia, NM
- Seguin Public Library   Seguin, TX

ILS - Selection and Consortiums
- Artesia Public Library (ILS Selection)   Artesia, NM
- SALS and MVLS Consortium (Fees discussion)   New York

Analysis for Library E-Book Publishing Models
- DAZL-Digital Arizona Library State of Arizona   Phoenix, AZ
- Advisor for private e-publishing firm   Montreal, Canada

Infrastructure Assessments & Recommendations
(BTOP Grant via CO State Library – Colorado 2013)
- 11 libraries throughout the state of Colorado.

LSTA (Library Services Technology Act) Grant Evaluation
- State of Oklahoma   Oklahoma City, OK
- State if Idaho   Boise, ID
- State of Delaware   Dover, DE

Stakeholder Engagement/Focus Groups (Public)
- Douglas County Libraries   Douglas County, CO
- High Plains Library District   Weld County, CO
- Poudre River Public Library District   Fort Collins, CO
- …and most planning clients

Technology Visioning
- Provo City Library (for Google Fiber Project)   Provo, UT
- Hatch Public Library   Mauston WI
- SALS Southern Adirondack Library System   Saratoga Springs, NY
- SMRLA Southern Maryland Library Association   Waldorf, ME
- …and all tech planning & master planning clients (please see above)

Cultural Heritage/Digitization Projects – Assessment, DAMS selection & implementation and Technology Strategy
- New Jersey State Library   Trenton, NJ
- Boulder Public Library   Boulder, CO

- Maine Memory Network   Portland, ME
- New Hampshire Historical Society   Concord, NH
- RAILS (Reaching Across Illinois System)   Coal Valley, IL

Teaching
- Management of Technology - Certified Public
  Library Administrator Program   ALA (National Class)
- You Can Do I.T. – Technology Academy   TX (in-person and online)
- You Can Do I.T. - Networks   TX (16 sites)
- You Can Do I.T. – Hardware & Software   TX (12 sites)
- Disaster Planning Workshop for IT Librarians   Missouri State Library
  (2013)
- New Public Service Model Design Workshop   Kalispell, MT (2012)

Keynotes/Presentations/Advocacy speaking
- Computers in Libraries   Washington, DC
- Association of Tribal Archives, Libraries
- & Museums   Minneapolis, MN
- Digital Public Library of America (DPLA)   Washington DC
- LITA National Forum (Keynote)   Minneapolis, MN
- American Library Association   San Francisco, CA
  - LITA Top Tech Trends
  - SXSW and Libraries
- LACONI   Chicago, IL
- Texas Library Association Conference   Austin, TX
- Library Futures   Los Angeles County
  Libraries, CA
- Make Your Own Makerspace   (National) - Demco
- Library IT Disaster Planning & Preparedness   Columbia, MO (3-day
  workshop)
- Speaker: Library Journal Design Institute   Seattle 2013
- NYLA New York Library Association   Saratoga Springs, NY
- UT State Library – Social Media Series   Salt Lake City, UT
- WILS Wisconsin Library System   Madison, WI
- SXSW (2012, 2013, 2015, 2016)   Austin, TX
- INCOL Inland Northwest Council of Libraries   Spokane, WA
- CLiC Colorado Library Consortium   Grand Junction, Ft. Morgan,
  Pueblo
- Marmot Library Network   Grand Junction, CO
- Aurora Public Library   Aurora, CO

- Jefferson County Public Library   Golden, CO
- New Castle Libraries   New Castle, DE
- Cedar Rapid Public Library   Cedar Rapid, IA
- Colorado State University Housing IT Dept.   Ft. Collins, CO
- Frequent speaker annually at conferences:
  - CAL Colorado Association of Libraries
  - ALA American Library Association
  - PLA Public Library Association

DPLA: Member, Audience and Participation workstream:
- Digital Public Library of America   Chicago, Boston, NYC

CoPLA Colorado Public Library Association   President 2011-2012
     Past president 2013

ALA Association of Specialized & Cooperative   Director-At-Large 2016-
2018
Library Agencies

 ALA ASCLA: Library Consultant's Interest Group   LCIG Chair Elect - Chair
(2013 - 2015)
Coordinator, Consultant's
Giving Back (2013 -
present)

Advisory Committee: Center for the Future of Libraries (2015-2018)

21st Century Libraries Committee   (2013 - 2016) American
Library Association's Office
of Information Technology
Policy (ALA OITP)

Organizer: lib*interactive (formerly #sxswLAM)   Library Impact group
participating
at the annual SXSW
Interactive
conference in Austin, TX

Writing

- Author of <u>Managing Library Technology: A LITA Guide</u> (2017) published by Rowman-Littlefield.
- Co-Author (with Joe Matthews) of a revision of *Library Information Systems* (Libraries Unlimited); scheduled for 2019 release
- Chapter on *Values-Based Consulting* for a Becoming an Independent Information Professional: How to Freelance, Consult and Contract for Fun and Profit (edited by Melissa M. Powell) (published by Libraries Unlimited 2017)
- Appendix to <u>Start a Revolution: Stop Acting Like a Library</u> (Bizzle/Flora; ALA Editions, 2015)
- Reviewer for <u>Video Librarian</u> Magazine 1998 - 2018
- Articles for American Libraries Magazine
- Articles on technology strategy, workflow mapping and professional development for Strategic Libraries newsletter, Library Resources Group.

JCLS MARKETING PLAN

2019-2021

INTRODUCTION

In 2016, the Jackson County Library District Board of Directors adopted the *2016-2021 Strategic Plan* to set goals and priorities for the Library staff and Board. As part of the plan's implementation, the Board is actively working with Library Systems & Services (LS&S) to examine how the Library's resources can be leveraged to meet the strategic goals.

In July 2018, the Jackson County Library District Board established as an overarching priority increasing the number of active cardholders dramatically. The established goal is that 75% of Jackson Count residents are active cardholders by end of FY 22/23. JCLS drafted the *2-Year Plan to Increase Active Cardholders* (the 2-Year Plan) to kick start this goal. The efforts in the 2-Year Plan support JCLS' mission to Learn, Connect, and Grow, while laying out strategies to begin to accomplish dramatic growth in active cardholder numbers. The number of active cardholders is a measure of how well the Library is engaging the community in the three goal areas. From enrichment and entertainment, to providing tools for academic and career achievement, to supporting personal growth, JCLS opens the door to lifelong learning.

The intention of the JCLS Marketing Plan is to significantly raise the image of the Library as vibrant and relevant, strengthen public perception of the library system holistically, and promote the Library at the branch level as the heart of the neighborhood community. By executing the tactics outlined in this Marketing Plan, library use will increase and more people will be active library users. It will refresh the way community members think about the role of libraries in their lives.

TARGET AUDIENCES

While recognizing that the goal is to reach all of Jackson County, the Jackson County District Library Board and the 2-Year Plan identified the following target audiences for focus, due in part to the opportunities to increase active cardholders among these groups:

- Medford and Central Point residents
- Children ages birth-five years old and parents/guardians/caregivers
- LatinX community/Spanish language speakers
- School-age Children

Gale Analytics on Demand

JCLS subscribes to Gale Analytics on Demand, a software tool that tracks patron contact information, maps residences and JCLS locations, and segments registered users into Experian Marketing Group's Mosaic consumer lifestyle groups. JCLS will leverage this tool to support marketing efforts to advertise specific Library programs and services based on patron behaviors, needs, and lifestyles. Gale Analytics on Demand also offers predictive insights that help reach nonusers and convert them to cardholders. Its application to JCLS patron data is key to understanding where to focus marketing efforts to the target audiences outlined above.

On a regular basis, JCLS will analyze patron data using Gale Analytics to track and gain insight into results of marketing efforts and strategic initiatives laid out in the 2-Year Plan. The results of these analyses will inform decisions on where and how to modify marketing efforts for maximum results.

COMMUNITY DEMOGRAPHICS

Jackson County has a unique demographic makeup, making it necessary to view the branches individually when identifying how to reach patrons and potential patrons. Because Medford and Central Point are identified as specific areas of focus for the *2-Year Plan*, these locations are integral to the Marketing Plan.

According to US Census Bureau data from 2017 and 2018, both Medford and Central Point have median ages (37) that are 5 years younger than Jackson County's (42). Both have senior populations (65+) that comprise less than 18% of their whole, with more than a quarter of their population being under the age of 18. Additionally both populations have high percentages of households with computers and broadband internet access (80-90%), suggesting digital marketing tactics and increasing awareness of the Library's digital services would be successful.

With Cardholder rates of 47% in Medford and 32% in Central Point, marketing activities will focus on reaching residents in the median age range. This focus will overlap with supporting growth of youth populations in these areas. While residents birth-five years old comprise only 5.6% of Jackson County's population, there are a growing number of young children in Medford, Central Point, and White City as well. White City has an even younger population (33) than Medford or Central Point while also having one of the County's highest LatinX populations (28% compared to 13% countywide). White City households are bilingual at nearly double the rate of other Patron communities, providing significant opportunity to reach nonusers through services and outreach by introducing marketing, programming, and general services in Spanish as well as English.

JCLS Marketing Goals:

JCLS has established the following marketing goals on which to base its marketing efforts:

- Support the *2016-2021 Strategic Plan* and its supplemental plans, in particular the *2-Year Plan*
- Educate current active patrons about the breadth of Library Services
- Drive awareness of the Library and its offerings in the community
- Evolve brand perception

OBJECTIVES

Objectives below support the *2-Year Plan to Increase Active Cardholders*, a supplement to the *2016-2021 Strategic Plan*, to increase Jackson County Library Services' number of active cardholders from the current rate of 46% to 75% by 2023.

- Ensure members of the JCLS service population are aware of the services and resources provided by the Library
- Increase the use of JCLS libraries through marketing campaigns
- Advance knowledge and understanding of the changing role of libraries through updated print materials, advertising campaigns, virtual marketing via the website and social media, as well as outreach and advocacy

TACTICS

- Develop marketing materials that clearly describe library services (i.e., updated brochures and ad campaigns)
- Promote library programs and events through social media and email newsletters
- Train staff to promote 21st century library services

GOAL TWO: RAISE THE PROFILE OF THE LIBRARY IN THE COMMUNITY

OBJECTIVE: Increase Public Awareness

As residents begin to understand the programs and services offered by the Library, active cardholders will increase. Social media is a key factor in reaching the target age group (30-40 year-olds) and the high percentage of internet users in targeted areas. 66% of current followers of JCLS social media accounts are between the ages of 25-44, and 71% are female.

TACTICS:

- Improve social media reach and engagement through content that users want to share, including graphics, videos, written content, and potential audio (such as podcasting)
- Target 25% of advertising budget on social media ad campaigns
- Advertise specific programs to educate the community about Library services
- Evaluate avenues for optimized reach and best practices for each strategy (e.g., what might work seasonally or for potential demographics). Potential vehicles for public campaigns include: direct mail, print inserts, billboards, radio ads, movie theater slides, and wrapped JCLS vehicles.

OBJECTIVE: Create New, High-Level Events

Create a few signature events that go beyond regular library programming to attract untapped demographic groups and non-patrons.

TACTIC:

- Work with program staff to develop a reading/interview series that attracts well-known authors on a quarterly basis
- Assess community needs to identify opportunities for future events

OBJECTIVE: Expand Support for Medford Comic Con

Medford Comic Con has reached a critical point in its growth, having likely reached its peak for local attendance. For the event to continue and become a "destination" event, new marketing activities are required.

TACTICS:

- Identify opportunities to incentivize new library card signups (Tactic 5.1)
- Offer exclusive promotional items (e.g. collectibles, shirts, art prints, etc.)
- Feature more well-known celebrity guests
- Partner with companies that have national reach (e.g. comic publishers and collectible producers)

OBJECTIVE: Evaluate JCLS Re-Branding

The current brand, while attractive, appeals to an older demographic, is passive, and because of the book motif, fails to connect the concept of the Library to electronic resources, online learning and job training opportunities., and the Library as community space. Because the target audience is largely made up of young families and children, the branding would benefit from fun and energetic elements. The image JCLS portrays to the community sets the tone for perception and engagement. While recognizing the importance of brand consistency and the relatively short amount of time since JCLS last rebranded, it is equally important to consider the potential benefits of refreshing the public image.

While developing a new logo, the Jackson County Library Foundation's logo could also be updated, linking the two organizations more closely together and helping to increase collaborative fundraising. A similar opportunity to complement efforts to work more closely with JCLS Friends groups also exists.

TACTICS:

- Examine exterior signage and work with Facilities Management to restore signage as needed at all JCLS branch locations
- Develop full Brand Identity and Guidelines for logo, font, and ADA-compliance across JCLS branches
- Present rebranding concept and plan to Board of Directors
- Based on Board decision, unveil rebranding during JCLS 100th Anniversary celebrations in the Fall 2019

GOAL 3: INFORM THE COMMUNITY ABOUT LIBRARY SERVICES

OBJECTIVE: Enhance Website for Improved User Experience (UX)

A usable and intuitive website is important for user retention and increased usage. In 2018 jcls.org had 144,084 visitors, with a bounce rate of 61% (though there is no set comparison for library websites in particular, a healthy bounce rate is 30-50%). Improved functionality and content will increase visitation and engagement and decrease bounce rate.

TACTICS:

- Continuous evaluation of jcls.org's functionality and its platform
- Create content for jcls.org that can be shared on social media to drive site traffic
- Target 10% growth in visitors, and 5% decrease in bounce rate

OBJECTIVE: Evaluate and Enhance Email Marketing Efforts

Email newsletters are an effective (and resurgent) marketing channel. The current JCLS newsletter has 3,930 subscribers.

TACTICS:

- Adjust/improve content breadth
- Target 10% list growth through in-branch promotion
- Target specific demographics/program users with customized messages
- Work with Youth Services Coordinator to produce a quarterly early literacy newsletter, including using it as a vehicle to promote the Library's services and resources in the area of early literacy (Tactic 1.3)

OBJECTIVE: Develop Outreach Kits for all branches

Providing dedicated outreach kits for off-site community events will encourage further opportunities to reach nonusers. This effort will be a joint endeavor with existing outreach teams as outlined in the *2-Year Plan* (Tactic 12.2).

TACTICS:

- Purchase updated technology, presentation materials, and handouts/giveaway materials
- Identify opportunities for the Library Director to speak or engage at community functions
- Along with management, conduct regular workshops on how to market successfully and how to use kits for promotion
- Work with Outreach Departments to identify new opportunities to promote the library in the community

OBJECTIVE: Strengthen Collaborations with Existing Business Partners

The Marketing Team will act as support for the plans and strategies of the Business Outreach Librarian as outlined in the *2-Year Plan* (Tactics 3.4, 11.5).

TACTICS:

- Enhance/increase collaboration and initiate new partnerships with businesses to educate them about services and programs that apply to the business community
- Work with small businesses directly as well as chambers of commerce across Jackson County to identify areas of commonality and partnering, such as program collaboration and joint marketing opportunities in the libraries and off-site

OBJECTIVE: Collaborate with Jackson County Schools

The Marketing Team will act as support for the plans and strategies of the Youth Services Coordinator and the Outreach to Childcare team as outlined in the *2-Year Plan* (Tactic 14.1).

TACTIC:

- Work with schools to identify opportunities to partner on programs
- Learn what the library can do to increase partnerships with specific schools as well as districts

As JCLS looks to the future and works to execute the goals of the *Strategic Plan* and *2-Year Plan,* strong marketing planning and activities are critical. Marketing efforts outlined in this plan will help JCLS retain existing patrons and reach new ones using new and previously successful campaigns.

Focusing on specific goals with clear objectives and tactics will ensure effective marketing and support JCLS as it provides library services of the highest quality to Jackson County.

Policy 5-8	**Internet Use and Safety Policy**	**Created**: 4/2/2015 **Revised:** 2/28/2019 **Approved:**

I.   Purpose

This policy clarifies the use of Internet resources by the public, staff and volunteers in facilities operated by Jackson County Library Services (JCLS).

Jackson County Library Services (JCLS) endeavors to provide collections, resources, and services that meet the cultural, informational, recreational and educational needs of the diverse communities which it serves. Within this context, JCLS offers access to the Internet for both members of the public and staff.

Resources available on the Internet supplement and complement the collection and resources available at JCLS facilities. JCLS does not monitor and has no control over the information available over the Internet. The Internet may contain material of a controversial nature. Users should note that not all Internet sources provide accurate, complete or current information.

II.   Introduction

It is the Library's goal to provide library users access to information and communication available on the Internet which is deemed to be constitutionally protected speech. Only those regulations which are required to provide equitable access to library resources, prevent vandalism or illegal activity, avoid the creation of a sexually hostile environment, or which are needed to protect the health and safety of minors, will be imposed. This policy shall not be applied in such a manner as to restrict access to information or communication using content as a criteria. Library users have the constitutional right to access objectionable material

The Library does have the authority to regulate behavior within its facilities, if such behavior would jeopardize the health and safety of minors, or would result in the creation of a sexually hostile environment for staff and library users. Access to, use of, or dissemination of, constitutionally unprotected (legally obscene) speech is unacceptable in the Library.

It is the policy of Jackson County Library Services to:

- Prevent user access over its computer network to, or transmission of, obscene material via Internet, electronic mail or other forms of direct electronic communications.
- Comply with the Children's Internet Protection Act (CIPA)
- Prevent unauthorized access and other unlawful online activity.

- Prevent unauthorized online disclosure, use or dissemination of personal identification information regarding minors.

All Library computers with Internet access use a technology protection measure to block, filter or otherwise protect against access to visual depictions that are obscene, child pornography or harmful to minors. No filter can guarantee total success in this objective.

The library's filtering policy upholds the principals of intellectual freedom, allowing patrons who are 18 years of age or older, to make their own choices regarding filtering.

JCLS provides free wireless Internet access in all libraries. Wireless Internet access is filtered, and all Library policies concerning legal, acceptable and safe use of computers and the Internet apply. Virus protection through the wireless access points is the user's responsibility.

Library users should not have an expectation of privacy when using any form of electronic media through JCLS computers or wireless access points.

III.   Reconsideration of Web Sites

Any resident of Jackson County may submit a form requesting the blocking or unblocking of a given website. The site will be reviewed by professional library staff and a decision will be the responsibility of the Library Director. Request for Reconsideration of Library Materials

IV.   Supervising Computer Use by Children

Access for all patrons under age 18 will be filtered in accordance with CIPA requirements. Filtering software may not block all material users find offensive. Parents or legal guardians are responsible for determining what materials are appropriate for use by the children and young adults (17 and under) for whom they are responsible. Library staff cannot know the maturity level and family values of each patron. Consent given on the part of parents or legal guardians for a library card constitutes acknowledgment by the parents or guardians that they have a responsibility for monitoring their child's use of all library resources, including the public computers.

The following are recommended guidelines for parents and guardians to ensure that children have positive online experiences, whether at home or at the library.
- Explore the wide range of available information and tell your children about sites you consider inappropriate for them.
- Provide guidelines for your children on the amount of time they spend online, just as for television viewing.
- Teach children to never give out personal identification information (name, address, password, telephone number, social security number, credit card number) about themselves or others without first asking a parent for permission.

- Teach children to be good online consumers. As with print information, consider the source, date, and accuracy of online information.
- Teach minors to exercise discretion and caution when communicating using the Internet, electronic mail, chat rooms, and other forms of direct electronic communications in order to remain safe and secure (e.g. avoidance of predators, cyber-bullying, and scams).

V. Internet Acceptable Use Rules for All Users

Use of Library technology by each and every patron, staff member or volunteer shall constitute that person's acknowledgment of, and agreement to abide by, this Internet Use and Safety Policy, including guidelines for use of the Internet by minors.

- The Internet computer equipment and software provided by the Library must be used as installed. Deletion, addition, or modification of installed hardware or software is not permitted.
- Users shall not disclose, use or disseminate personal identification information regarding minors without proper authorization.
- Users shall utilize the Library network for lawful activities only. They shall not use the network to cause harm to others or damage the property of others. They shall not intentionally upload, download or create computer viruses or other forms of malicious programming, attempt to harm or destroy equipment, manipulate the data of any other user, or seek unauthorized access to networks and systems, including so-called "hacking."
- Patrons are expected to adhere to all rules governing the use of the Internet in libraries, including the duration and frequency of sessions.
- Patrons who violate library policy regarding the use of the Internet or who behave in a disruptive manner will be asked to either modify their use appropriately or have their Internet usage access terminated.

The library is a public place and library staff has the authority to end an Internet session if material which is obscene to a library setting is displayed. Internet access is intended to be used as an information resource.

All Internet use is subject to JCLS's Rules of Conduct Policy/Normas de Conducta.

VI. Use of Content from the JCLS Website

The Library encourages library patrons to use materials from the JCLS Website, as long as the use follows these guidelines:

Materials downloaded from the JCLS Website may only be used for personal, educational, or research purposes. They may not be used for commercial purposes.

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VII.   Termination of Use

JCLS may, in its sole discretion, terminate or suspend a user's access to and use of this Site without notice and for violation of these Terms of Use or for other conduct which the Library, in its sole discretion, believes is unlawful or harmful to others. In the event of termination, use is of this site no longer be authorized, and JCLS will use any means possible to enforce this termination.

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In no event shall JCLS or any of its directors, employees, agents, or affiliated entities be liable for any direct, indirect, special, incidental, consequential, exemplary or punitive damages arising from, or directly or indirectly related to, the use of, or the inability to use, this site or the content, materials and functions related thereto.

Policy 5-8	Internet Use and Safety Policy	**Created**: 4/2/2015 **Revised:** **Approved:**

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Deleted: The Internet is a global resource.

II. Introduction

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- Teach minors to exercise discretion and caution when communicating using the Internet, electronic mail, chat rooms, and other forms of direct electronic communications in order to remain safe and secure (e.g. avoidance of predators, cyber-bullying, and scams).

Deleted: Patrons who are 17 years of age and over may, at their request, have the technology protection measure disabled during their use to enable access for bona fide research or other lawful purposes. Procedures for disabling or otherwise modifying any technology protection measures (for use by adults) shall be the responsibility of the Library Director or designated representatives.¶

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In no event shall jcls or any of its directors, employees, agents, or affiliated entities be liable for any direct, indirect, special, incidental, consequential, exemplary or punitive damages arising from, or directly or indirectly related to, the use of, or the inability to use, this site or the content, materials and functions related thereto.

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Title: Fee Amnesty Month

From: Kari May, Library Director

Summary:

Designate May 2019 as fee amnesty month. Anyone with outstanding charges on their accounts can have them waived and allow them to become active cardholders.

Actions, Options, or Potential Motions:

Make a motion to forgive all charges on patron accounts during the month of May 2019.

Recommendation:

Director May recommends approval of the above motion.

Resource Requirements:

$2000 was allocated in the 2-Year Plan to Increase Active Cardholders to create promotional materials and advertising for this tactic.

Policies, Plans, and Goals Supported:

A fee-forgiveness month was outlined as tactic 2.3 in the 2-Year Plan to Increase Active Cardholders.

Background and Additional Information:

JCLS eliminated fines on January 1, 2018 and waived any outstanding fines on all users' accounts. Charges for lost or damaged materials continue to be taken, however, which means that approximately 8800 patrons have charges in excess of $25.00 and are blocked from checking out materials. Finding ways to reach non-active library patrons will be a challenge, and we will develop targeted marketing to promote Fee Amnesty Month outside the library. We are working with RCC to determine if we can coordinate with them and waive outstanding fees on lost RCC materials, with JCLS running a report at the end of the month and reimbursing RCC for lost materials that we waived.

Title: Medford Comic Con 2019 Hours of Operation

From: Laura Kimberly, Assistant Director of Public Services

Summary:
Medford staff is requesting that the Medford Library be open an hour early on Sunday, April 28, 2019, from 11:00 am to 4:00 pm for consistency of operating hours during Medford Comic Con weekend.

Actions, Options, or Potential Motions:
Approve the Medford Library opening an hour early on Sunday, April 28 during Medford Comic Con weekend.

Recommendation:
It is recommended that the Board approve consistent hours of operation for the Medford Library over Medford Comic Con weekend on April 27 and 28, 2019.

Resource Requirements:
Staff is already scheduled be present. No additional cost will be incurred.

Policies, Plans, and Goals Supported:
This initiative assists in meeting the goals of the 2-Year Plan to Increase Active Cardholders.

Background and Additional Information:
The 5th Medford Comic Con is taking place on Saturday, April 27 and Sunday, April 28, 2019. The current hours of operation on Saturday, April 27 are 11 am to 4 pm and Sunday, April 28 are 12 pm to 4 pm. Last year, visitors were confused about the operating hours of the Medford Library during Medford Comic Con weekend. Outdoor vendors are scheduled to open at 11 am and indoor vendors to open at 12 pm on Sunday. The outdoor vendors have received a commitment that they can open at 11 am and are already set up from the day before, thus, we are asking the Medford Library to open an hour early rather than have the vendors open an hour later on Sunday. We will have the same feedback this year if we do not respond by correcting it and making the hours of operation consistent. Vendors and patrons will be less confused.

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