MEETING OF THE LIBRARY COMMISSION
Minutes

DATE: Thursday, January 16, 2020

1. CALL THE MEETING TO ORDER / ROLL CALL
Chair Don McCormick called the meeting to order at 7:00 p.m.

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<th>NAME</th>
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<td>Bracken Katherine</td>
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<td>Chong Adriana</td>
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<td>Dozier Julia</td>
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<td>Ferree Jaclyn</td>
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<td>Medrano Antonio</td>
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<td>Smith Tommy</td>
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<td>City of Hercules</td>
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<td>Wilson Peter</td>
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Total Commission positions: 24
Commission positions filled: 21
Commission positions vacant: 3
Commission quorum: 13
2. INTRODUCTIONS
The Chair requested everyone introduce themselves and explained to any members of the public that this was not required. No visiting audience members came forward.

3. PUBLIC COMMENT
No members of the public came forward to comment.

4. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS
Commissioner Molinelli: Checked in with both WC libraries. Walnut Creek is maintaining their programming in spite of the hack. Staff remains upbeat as they work around the hardships. Ygnacio Valley still has no wi-fi and no printing but programming continues there as well. YVL also has a new 6 camera surveillance system that provides crystal clear images. They are also having a book sale on Saturday.
Commissioner DaoJensen: Brentwood celebrated their 105th anniversary last weekend and sponsored a successful membership drive. There is a Friends & Foundation meeting on January 25th at the library from 10am until noon. Anyone who wishes to attend is welcome. Discussion items will include things that work for them and things that are new.
Commissioner Kelly: Orinda is having their challenges like everyone else. Link+ is not working at all. Staff there remain in good spirits despite the absence of many of their usual tools.
Commissioner Hoisington: Olli classes begin next week in spite of everything going on so it’s not too late to sign up.
Commissioner Ferree: Similar comment about staff there working through the difficulties. March 7th is Clayton’s 25th anniversary event from 9am until 3:30pm. Early in the day will be a speech or two and a flag raising. Later in the day will be other programs, like a scavenger hunt for the children and so on.
Commissioner W. Chong: Attended a nice luncheon last week to celebrate Supervisor Andersen becoming the Chair of the Board of Supervisors for 2020. He was able to meet a number of elected officials there.
Commissioner A. Chong: Was able to speak at a library board meeting and hear about efforts to boost membership which they feel is lacking given the size of the local population. Also Danville is having a book sale this weekend.
Commissioner Medrano: Since he works right next to the San Pablo library he was able to walk over to see how the hack was affecting them. He ended up fielding some questions in Spanish. The census is a big deal there as well. Quite a number of people are there daily to fill out forms and ask questions.
Commissioner Knoll: Spent 6 weeks in Hawaii recently and visited the libraries on each island. They are state-run libraries there and very well laid out to allow the librarians to keep an eye on things.
Commissioner T. Smith: Concord Library will be having a book sale this coming weekend and he has been helping to prepare for that.
Commissioner Gilcrest: She met with the president of the San Ramon Library Foundation as well as a staff member from San Ramon that oversees the foundation.
Commissioner A. Smith: At the recent Board of Supervisors Reorganization Luncheon Supervisor Mitchoff put in a plug for reading as she usually does by mentioning she broke her own personal record by reading seventy books last year. She also mentioned reading newspapers to keep informed.
Chair McCormick: Don mentioned that as a result of the recent reorganization that his sponsor Supervisor Burgis will be the vice-Chair of the Board for this year. He also met again with the president of the Oakley Friends to discuss the possibility of a new library there. Two months ago the city council voted to provide $25,000 for the purpose of exploring the possibility of either renovating or tearing down an existing county-owned building there to create a new library. The existing library is a temporary facility that was originally meant to be there for only 5 years and is now in year 19 or 20.

Vice-Chair Fischer: Michael referenced a recent article on the financial condition of cities by the state auditor that mentioned three red-flag cities in the east bay; Oakland, Richmond and El Cerrito. El Cerrito’s issue is a lack of adequate reserves, however the city council is taking this seriously and attempting to work through the issues. This could affect the city’s desire for a new library. BART is still moving ahead with their plans for the El Cerrito Plaza station, including the often mentioned option of a library on the premises. This has the dual benefit of being the least expensive option available as well as being connected to transit. Alan added that at the recent BART board meeting that a number of elected officials and staff extolled the virtues of the El Cerrito library.

Commissioner Faye: Attended an exhibit at the Lesher Center on the environment and highly recommended attending.

5. CENSUS 2020 -

Deputy County Librarian Nancy Kreiser’s PowerPoint presentation is appended to these minutes.

6. A.) WORKING COMMITTEE REPORTS/Legislative Working Committee

Commissioner A. Smith began by passing out a pair of documents. (Attached to these minutes) First is a communication from the ALA announcing that due to the barrage of letters to members of congress and the senate protesting the cutting of funding for the Institute of Museum and Library Services (IMLS) and the Library Service and Technology Act (LSTA), funding for both has increased for the next fiscal year. The IMLS received an increase of $10mm and the LSTA an additional $6.2mm, their largest increase in a dozen years.

The Legislative Priorities for the county remain the same as they were last year. The document was revamped from prior years making it easier to read and they were able to put it out a week earlier than their normal schedule. In addition to support for the IMLS the county also supports the Innovative Grants for Literacy program that Betsy DeVos attempted to kill off several years ago including a $2mm increase.

ACA-1 has not been reintroduced for this calendar year so look for it to re-emerge in some form next year.

The other document passed around was a summary of the Sharing Our Library Stories idea (formerly “Telling Our Stories”) that was discussed briefly at the previous meeting. This document outlines the purpose of augmenting the commission’s advocacy efforts, outlines the audience for these particular stories and offers a brief description of what is being requested. After giving the commissioners a few moments to read it over and recall the previous discussion, Alan asked the group for their thoughts.
To begin with, there was general agreement with the name change to sharing instead of telling as it seems less preachy. The idea of sharing the stories of the individual library branches and keeping the stories short seem like it would resonate with people more and also make them easier to recall and share again. There was some discussion as to whether or not these were stories presented as commissioners or as private citizens. Alan stated that either would be correct, as nothing is being advocated for. No one is asking for money nor anything else. If elected officials happen to make the connection that libraries are special places and should be funded more generously we certainly wouldn’t say no. Don commented that at the heart of it, these are human interest, feel good stories that people will read and remember. With wide enough distribution they could eventually end up picked up by national media outlets.

Alan then made a motion to adopt the Sharing Our Library Stories as a commission effort. Multiple commissioners seconded the motion. By unanimous vote the program will be adopted by the commission.

Commissioner Kelly then mentioned this needs to be a community effort. Each commissioner shouldn’t be responsible every twenty-six months for coming up with a story out of the blue. County Librarian Cervantes suggested speaking with the staff or library managers as they are the ones who would likely be able to provide the memorable, impactful stories that would resonate. It was agreed that this will be a work in progress that will take shape over time. Once Walter has returned to work and gotten settled he can let everyone know he is ready to assume the point position as far as staff involvement.

B.) WORKING COMMITTEE REPORTS/Work Plan and Annual Report Working Committee
Chair McCormick began by thanking Commissioners Wilson, Kelly and T. Smith for their work in 2019 collecting and organizing the input from the commission into the annual report sent to the BOS in December as well as the work plan for 2020. He also mentioned that Peter would be handing the leadership role of this committee off to Vice Chair Fischer for 2020. Peter then took the opportunity to thank not only his fellow committee members for their efforts but also to thank Commissioner Gilcrest as she was the leader of the effort prior to Peter taking over. Her efforts for the previous few years left a framework in place that only required a bit of fine tuning to craft the most recent versions of the reports. Peter then encouraged the commissioners to reread the work plan and use it to guide their actions in the coming year. Alan then suggested a round of applause for the committee’s efforts in 2019.

OTHER BUSINESS

7. COMMISSION COMMUNITY OUTREACH -
County Librarian Cervantes began by stating that this body of commissioners is the most active group she has worked with at this library, including her previous tenure here. Everyone is fully engaged and so joining this commission is more than just checking off a box and attending a few meetings. The proof is evident in the reporting out during the meetings and she wished to thank the commission for the great strides that have been made as well as the fine leadership, past and present, represented at the table. Melinda then went on to offer some suggestions for the commissioners to consider as they engage with the community and their libraries and as they are writing and sharing their stories. As much as we all might think it works to just throw open the door and wait for people to come to us, more and more it seems
obvious that it is necessary to go to where the people are and so as you are planning your efforts consider reaching out to groups and organizations that are underrepresented as library users. She is particularly interested in reaching those residents of the county that don’t have library cards or who are infrequent users of the library. Melinda suggested to the commissioners that as they go about planning ways to engage with people that they consider groups that are less represented as well as groups they are already a part of; churches, book clubs or other community organizations and clubs. Anything that fosters a deeper reach into the community. She encouraged them to be creative as it’s always challenging to find those people who’ve given up on the library or who might be new to the community. Many county residents are unaware of the various county services that are available to them so many times we will join in on countywide events with other departments where we provide some food, fun and sit for 6 hours and answer questions. The story sharing idea is another great tool to use for this as they would be an excellent ice breaker for a conversation about what the library can offer.

Commissioner Kelly asked what percentage of school age children in the county had library cards and was willing to wager it was less than 100%. Melinda mentioned an effort underway to explore allowing kids to use their school i.d./student body card as a library card. Several other suggestions were brought up around the table, such as enlisting the help of the various friends groups, welcome wagon type outreach, and manning tables at different community events and fairs. Melinda then mentioned the type of outreach Commissioner Chong has been doing at the libraries, only suggesting that it be done at other sorts of events where it would be easier to reach people who don’t know what all the library can offer. Vice chair Fischer suggested tapping into senior housing and senior centers to share what can be offered, such as bringing books to folks who cannot make it to the library. Commissioner T. Smith mentioned that a set of talking points would be helpful to put out a consistent message. Chair McCormick shared a story about a meeting he had recently attended and during the introductions he mentioned he was a member of the library commission. This was greeted by some chuckles which quickly became nervous laughter as Don spoke about some of the services at the library like the Libby app when traveling. He suggested having your 30 second library spiel ready to go because you never know when an opportunity to share it may come up. Commissioner A. Chong suggested one way to perhaps increase Friends memberships would be to offer the ability to use Paypal or some other electronic means of payment. Most of the groups have a membership form then want a check but people these days are more likely to whip out their phones and pay on the spot if it is easy for them to do so. Commissioner Kelly then shared his 30 second story. The Orinda Library asks for $15 for a friends membership there. Once a month he works at the book sale that benefits the library, then at the end of the year he receives a $15 gift certificate for the restaurant down stairs so his membership costs nothing except for the time spent selling books which is a lot of fun.

Chair McCormick suggested that millennials are an underserved population as far as the library goes. When he talks with his kids and their friends he tends to emphasize the electronic ways to engage with the library as well as things like the makers spaces and homework help. William then mentioned the school superintendent he’d been speaking with had interest in partnering with the library at an event they sponsor during the summer months where they provide food for children who need a meal and they would like the library to bring books. Melinda said she’d like to hear more in an offline discussion. Commissioner Hoisington then asked about the cost of some of the library’s marketing giveaway items. Her opinion was that if she is being asked to donate money that she would be less inclined to do so if the funds were going to be spent in this manner. Melinda explained the library tries to use these items to keep
the library in people’s minds with things like this they can use, such as pencils, magnets, etc. It’s all part of the library’s branding effort.

8. NEW LIBRARY WEBSITE UPDATE -
This item will be covered at the March 2020 commission meeting.

9. COUNTY LIBRARIAN REPORT
Network Outage: On January 3rd the library’s automation team discovered something was wrong with the library’s network and they shut it down very quickly and pulled a lot of things offline. There are numerous steps involved in preserving information (don’t reboot, don’t try to save) so stopping in your tracks and assessing the loss is important. This was a ransomware attack and we know this because several of the monitors in admin had messages pop up on the screen with a number to call to get payment information to have the network unlocked. The amount of support the library has received is unlike anything Melinda has seen in her career, and not just from the County. Law enforcement is involved (multiple agencies) and a deep forensic analysis is ongoing as well.

Tomorrow will be two weeks since the attack and we are now in full restoration mode. The good news is that all libraries stayed open, they had internet access, people were able to check out and return books. Once we are fully restored we will have a much more hardened system with far greater security and we will have upgraded to a number of products that will insure we are in much better shape. Unrelated to the attack we discovered our internet was a bit wobbly this week which was the result of a piece of hardware that was failing. Tomorrow we will have a replacement for it here to install. If you hear questions about whether this is another attack the answer is no, just a hardware problem. Public agencies across the country and beyond are frequently coming under these sorts of attacks. Immediately ahead of our attack a school district in Pittsburg was hit. The Alameda County Library was hit a while ago and the city of Livermore took six months to fully recover from an attack there. Everyone has a different capacity to throw money at these problems and make no mistake, money is what is required to end up in better shape and recover quickly. We have a very superior team working to help us right now. Due to the ongoing investigation by law enforcement Melinda is limited in the amount of detail she is able to share at this time.

Next Melinda shared that email for staff is deeply impacted. Many commissioners have had emails bounce back. Staff email should come back online tomorrow and by next week staff email should begin upgrading to Office 365. If you go on to the website and click on the box on the right side you will find a complete list of what services are working. Right now most of our online services are up and running and Link+ is working also. The catalogue is up and so is the internet. Right now ten branches have internet and are able to print and the rest should be online by the end of next week. Melinda then opened the floor for questions.

Commissioner Kelly thought it was quite a coincidence that the library had just put a new website into service and the next thing you know the network crashed. Melinda said the two things are completely unrelated. The website is hosted and resides on the web, not on a server here at the library. Commissioner Gilcrest asked if the security professionals had suggested anything that could be done to prevent a scenario like this from happening again. Melinda stated that is the majority of the work that has been done since January 3rd. First you have to figure out where the holes are in your systems so you can go about fixing them. Multiple layers of security are being added. The library now has an excellent
relationship with the County’s IT department which is helping with this effort. Commissioner W. Chong asked how this attack and subsequent enhancement efforts would affect the library’s budget. Melinda shared that there would be some cost associated with the upgrade to Office 365 but since this move was already being planned for the effect was anticipated. There will also likely be some ongoing annual costs associated with the enhanced security measures being put in place. She also shared that the county carries a cyber-attack insurance policy which will aid in the recovery effort but not for the enhancements being added. She stated that when commissioners are speaking with their city sponsors it would be a good idea to inquire if they had such policies in place and that they understand what is covered by them. The library is taking full advantage of all the attention and expertise being given to this recovery effort. Commissioner Hoisington asked if the costs associated with the recovery, even though they are covered by insurance, will result in a reduction of the library’s budget in the next fiscal year. Melinda explained that there is a fund balance that can be tapped into with County permission. These are funds that were unanticipated, such as salary savings from unfilled positions and other unspent funds. There is also a technology reserve with a substantial balance and these are the funds that will be used first. Commissioner Faye asked if anyone else used Comcast for email and if so were they experiencing their emails bouncing back from the library? Don shared that if he responded to an email from Melinda that his reply would go through but if he composed a new email and sent it they all bounce back. Melinda explained about trust certificates and said it may be a Comcast problem but we will have to wait and see how things work after all the work being done has been completed.

Melinda then went on to share a few things that had been learned in the last few weeks. First, alternate email addresses can be very handy. Many library staff have created new gmail accounts to use until the email here can be restored. Second, keep a physical collection of your forms. Most of the library’s often used forms (payroll, mileage requests, travel) are stored online to be downloaded, which works fine when you have a network that is up and running but not so good in a situation such as this. Admin staff have been taking previously used forms and whiting them out to have blank forms to use while the network is unavailable. Third, fax lines that are not part of your network system but instead have independent dedicated lines. This and texting are how communication with the branches has been maintained. Don concluded by sharing that a portable external hard drive is very handy for backing up all of your important files. He backs up his entire drives once a week onto a portable drive then unplugs it so an intrusion wouldn’t be able to access the information. Storage is cheap these days and you can purchase a terabyte of storage for about $15-20.

10. AGENDA SETTING FOR NEXT MEETING AND FUTURE TOPICS
Deputy Alison McKee’s deferred update on the new website (#8 above) will be on the March agenda.

11. ADJOURNMENT TO THE March 19, 2020 LIBRARY COMMISSION MEETING AT THE CONCORD LIBRARY.
The meeting was adjourned at 9:00 p.m.

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Submitted by Walter Beveridge
Executive Secretary, Contra Costa County Library
Census 2020
Achieving a Complete and Accurate Count

Census 2020 Goals

▶ Ensure that everyone is counted once, only once, and in the right place.
▶ In CCC “Count Me In!”
  ▶ Steering Committee
  ▶ Community Partners
  ▶ Grants
  ▶ Focus on HTC populations
Why does it matter to CCC?

- Contra Costa County receives 42% of its revenue from Federal & State resources
- California receives $76 billion in federal funding, based upon the state's population
- Each person not counted equates to a loss of about $2,000 in State and Federal funding PER YEAR
- Contra Costa County has 212,356 residents living in “Hard-to-Count” Census Tracts
- If Contra Costa County undercounts by 5%, we’d lose an estimated $1.1 Billion over 10 years

Citizenship Status Question

- A citizenship question will not be included in the 2020 Census.
- However, if immigrants shun the Census, it could impact the number of congressional seats and the amount of federal funding in states and communities with a large number of immigrants
- Immigrants skipping the Census could also hurt health and social science research which depends on the Census for baseline population data.
Hard to Count Populations in CCC

Factors that are considered include race and ethnicity, poverty, education level, non-English speakers, youth (under 5 and between 18 and 24), moved within the last year, multiple family housing units, response rates from 2010

Communities with clusters of high HTC populations

- San Pablo
- San Ramon
- Bay Point
- Pittsburg
- Antioch
- Concord
- Richmond

WHAT'S NEW IN THE 2020 CENSUS?

- Pros
  - New technology to make it easier than ever to respond to the census
  - There are more options for self-response (online, by phone, and by mail), thus reducing door to door canvassing
- Cons
  - Inequitable access to internet
  - Concerns about cybersecurity
How will libraries support Census 2020 efforts?

- Census efforts to recruit employees
- Prepare staff for questions from the public
- Provide QAC/QAKs (Question Assistant Centers or Kiosks) at all libraries
  - Space should be highly trafficked, convenient, safe, local, be ADA compliant, and have trained staff
- Leverage trust in the communities we serve
- Dedicated device available from March 12 through July 15
- Support from DOIT

How will Libraries support Census 2020 efforts?

- Provide space for tabling and outreach
  - Managers will be asked to provide a list of high traffic events

- Use existing connections and programs to target HTC populations
  - “Count Me In” storytimes at the libraries and at outreach events
  - Materials and resources for English Conversation Groups
  - Flyers and materials in multiple languages (provided by the Census)
  - CCC specific promotions like digital signage
Next Steps

- Continue to work with Oakland and Concord Census offices to streamline and centralize contacts
- GRANT funds and technology support
- Meeting with DOIT this week
- Detailed plans for QACs and QAKs for mid-March implementation
- Setting up training for early 2020
- Firming up plans for storytimes and conversation groups

QUESTIONS?
PURPOSE:

To augment the library commission’s on-going advocacy efforts. Each library has a unique story to share with our elected officials. This program will heighten visibility and awareness of the cultural, economic and educational value our libraries contribute to our community.

Program description

Each month a library commissioner will write a short two paragraph email about something unique about their local library. The story will include a picture of the library either inside or outside. Brevity is crucial since all electeds have limited time in which to read the volume of material they receive.

Through these stories the electeds will learn about each of our county’s libraries.

The first email would have an introduction from the county librarian. The distribution would include:

- The county’s seven senators and assembly members
- The four congress members
- Board of Supervisors
- County administrator
- Mayors Conference chair and mayor of the city whose library has been featured.
- Post on the library’s website and social media
- California Library Association
- American Library Association
- Public Library Association
- State Librarian

CONCLUSION

With 26 community libraries, it will take a little over two years to complete a cycle. Since each library is so unique, there will always be another story to tell when the first cycle is complete.

Through broad distribution, it is hoped that other libraries in the state and perhaps nation wide will also share their stories as well.
FY 2020 Library Budget signed; Final bill includes increases for LSTA and other programs

For Immediate Release  
Fri, 12/20/2019

Contact:  
Shawnda Hines  
Assistant Director, Communications  
Public Policy and Advocacy Office  
American Library Association  
shines@alawash.org (mailto:shines@alawash.org)

WASHINGTON, DC — Today, Congress provided the largest increase for the Institute of Museum and Library Services (IMLS) and the Library Services and Technology Act (LSTA) funding in 12 years.

"ALA advocates' tireless work to make the case for library funding has resulted in the highest increase for IMLS in the last decade," said ALA President Wanda K. Brown. "I am so proud of everyone who called, emailed, tweeted, and met with their members of Congress in D.C. and at home—this is your win!"

The House- and Senate-approved final FY 2020 spending bills (https://appropriations.house.gov/news/press-releases/house-to-consider-domestic-priorities-and-international-assistance#Labor-HHS-Education) included $252 million for IMLS, a $10 million increase for an agency originally marked for elimination by the president. Of the overall increase, $6.2 million was dedicated to the LSTA program, which includes:

- $166.8 million for LSTA Grants to States ($160.8 million in FY19)
- $5.3 million for LSTA Native American Library Services ($5.1 million in FY19)
- $10 million for LSTA Laura Bush 21st Century Librarian Grants ($10 million in FY19)
- $13.4 million for LSTA National Leadership for Libraries ($13.4 million in FY19)

"As always, our gratitude goes to Senators Jack Reed (D-RI) and Susan Collins (R-ME) as well as Representatives Raul Grijalva (D-AZ-3) and Don Young (R-AK-al) for leading the LSTA effort in Congress," said Brown. "Their dedication and long-standing commitment to IMLS means critical funding for libraries is growing at the national level."

Longtime library champion Senator Jack Reed (D-RI) said, "Local libraries enrich our communities in so many ways and I am pleased we were able to boost our national commitment to these institutions. This will help build the capacity to support and expand access to library
services and help these institutions better serve their communities," said. "And due to a change I authored with Senator Collins in last year’s bipartisan Museum and Library Services Act, smaller states will now share in the increase."

Senator Susan Collins (R-ME), a steadfast leader on the library Dear Appropriator Letter campaign, said, "Libraries and museums are repositories of knowledge, providing important educational resources for communities in Maine and across the country that help us all learn and grow. Last year, Senator Reed and I championed the reauthorization of the Museum and Library Services Act, which renewed the federal commitment to supporting America’s libraries and museums. As a senior member of the Appropriations Committee, I worked to secure additional funding for the new law and will continue to advocate for support of these important institutions."

In addition to IMLS increases, overall funding for the Department of Education was increased by $1.3 billion. Innovative Approaches to Literacy—also originally proposed for elimination—received $27 million for FY 2020, with support from the lead cosponsors of the “Dear Appropriator” letters for the program in both chambers: Senators Jack Reed (D-RI) and Debbie Stabenow (D-MI), and Representatives Eddie Bernice Johnson (D-TX-30), Don Young (R-AK-al) and James McGovern (D-MA-2).

Other library-eligible programs in the education budget receiving funding include:

- $27 million for Innovative Approaches to Literacy ($27 million in FY19)
- $1.21 billion for Title IV Part A Well-Rounded Education ($1.17 billion in FY19)
- $192 million for Striving Readers Comprehensive Literacy Grants ($190 million in FY19)
- $1.25 billion for 21st Century Community Learning Centers ($1.22 billion in FY19)
- $16.3 billion for Title I Grants to Local Education Agencies ($15.9 billion in FY19)
- $2.13 billion for Title II Supporting Effective Instruction ($2.06 billion in FY19)

Additional programs receiving increases include the Library of Congress, National Library of Medicine, Carl D. Perkins Career and Technical Education Act, National Endowment for the Arts and National Endowment for the Humanities.

The library funding success follows on the engagement of many ALA members who advocated for funding year-round (https://americanlibrariesmagazine.org/blogs/the-scoop/august-is-for-advocacy/).

“ALA’s national network of local and state influencers, along with key communications efforts—was the foundation for this accomplishment," said Brown.

The budget deal averts a federal government shutdown, which would have been the second such shutdown this year.