

Jefferson County Library District

Results Policies Monitoring

July 2007- June 2008

Prepared October, 2008

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RESULTS POLICIES

Approved: 8/8/06

Results Policies describe the effect that the Library District seeks to have on the world outside itself. Each Result consists of three parts:

- ◆ A description of the desired change, difference, benefit, or outcome.
- ◆ The identity, description, or characteristic of the consumer who benefits from the change.
- ◆ The monetary expense, relative worth, or relative priority of the benefit.

POLICY TITLE: PURPOSE, RESULTS AND PRIORITIES

Approved: 8/8/06

Residents of The Jefferson County Library District freely and openly access ideas and information to lead lives enriched by literature, cultural resources and life-long learning consistent with the wise application of the funds and resources of the District.

1. *Residents in a large variety of living situations access library services. Priorities are:*
 - *Children*
 - *Teens*
 - *Elderly*
 - *Special Needs*
 - *Spanish Speaking*
2. *Library facilities accommodate library services.*
3. *Technology is maintained at a high level. Residents enjoy visiting the library, and consider it to be a comfortable, safe and welcoming place for people to meet and interact.*
4. *The collection is current, reliable, relevant, including; books, magazines, music, online data bases, newspapers, and the Oregon History collection*
5. *The collection is current, reliable, relevant, including; books, magazines, music, online data bases, newspapers, and the Oregon History collection.*

Revised Feb. 13, 2007

2007-2008 Library Board Priorities

Priority 1

A five year building plan will be developed which will include completion of a needs assessment with analysis.

Objective – Director will organize a Needs Assessment Committee that will include members of the community, board members, local government representation, and library staff.

The first six tasks as outlined on page IX of The New Planning for Results will be completed by June 30, 2008. Tasks five and six are board responsibility.

Priority 2

The website will be enhanced and will include maintenance on a daily basis.

To be included on webpage:

- a. Board Minutes
- b. Library calendar, programs
- c. Staff reads (suggested)
- d. Board policies
- e. Book complaint form, donation form and other patron forms
- f. Other items as deemed appropriate

Objective – Director will define expectations with staff members and website administrator. New website will be up and running by June 1, 2007.

Priority 3

An on-going art exhibit will be planned, promoted, and implemented.

Objective – Director or staff member will work with local art galleries, schools, State Library, Warm Springs Reservation and other entities to establish an on-going art exhibit in the library.

Priority 4

The library district will connect with Jefferson county school libraries.

Objective – Library staff will contact school representatives to develop effective ways to support schools and build relationships.

Possible activities:

- a. go to faculty meetings
- b. remind schools about telescope, GPS, & Decibel Reader in September.
- c. Contact honors society
- d. Smart events
- e. School community service opportunities at library.

Priority 5

Promotion of the library and annex will be enhanced.

Objectives

- a. weekly article in Pioneer Newspaper
- b. occasional article info pieces published in Bulletin (Go magazine) and Spilyay, high school papers
- c. program promotion on local reader boards, PSAs on radio and cable, etc.

Priority 6

Enhanced outreach to seniors in the district will be accomplished.

Objectives (possible)

- a. Bit Mobile at senior center & assisted living
- b. Adult storytime at sc & al.
- c. Involve HS students
- d. Children's storytime at sc.
- e. Contact sc & al about possible programs
- f. Hospital contact – Diane Schaver

Executive Summary

In June of 2007 we went live with our new online catalog. So much of this year had to do with adjusting to a new database, new procedures for check-out, check-in, and holds, as well as starting the courier between libraries in Deschutes and Jefferson counties. This has been exciting and busy. Training staff and public on the new tools and trouble shooting problems that come up with a change of this size has kept us busy. The biggest unexpected challenge has been rebarcoding the entire collection. We are about half way done.

At the same time we worked hard to improve services to various segments of the community, increase the number of programs and attendance at programs as well as expand our website and keep it current. A Needs Assessment Committee was organized and successfully developed recommendations for library services related to future facilities.

Overview of District:

The Jefferson County Library District is an independent municipal corporation that incorporates the same geographical area as the Jefferson County Educational Service District, which is most of Jefferson County, including a portion of Crooked River Ranch and Wasco County (Antelope).

District Breakdown	2005 Pop.	2006 Pop.	2007 Pop.
Jefferson County	20,600	21,065	22,030
Crooked River Ranch	3,100(2000)		5,520
Culver	1,019	1,160	1,315
Antelope			59
Warm Springs	5,078(2000)		4,070
Madras	5,592	6,070	6,585
Metolius	804	830	830
Ashwood	95		95

There are 565 tax lots at CRR valued at \$47,553,469.00 which is 5% of the tax lots at CRR.

The Results Monitoring Report

1. Residents in a large variety of living situations access library services.

Our first Results Policy has us examine how well we are serving certain segments of our community. These segments are: children, teens, elderly, special needs, and Spanish speaking. Here's what was accomplished this last year to serve these separate populations:

Children

The following charts track Youth Services for the last three years. They show a slow down for last year and a good comeback this year. Number of programs went up 15.6% and attendance at programs increased 12.6%. Circulation also increased 8.4%.

I contribute part of the circulation increase to better library services available now with more online capabilities. These numbers also support the positive effect of programming for children. The increase in the number of programs certainly increased the percentage of attendance and I also contribute the increase in circulation due to more children coming to the library for programs and checking books out while they are here. Our service to children is strong and healthy.

Youth Services	2005-2006	2006-2007	2007-2008	% increase
Programs	604	635	734	15.6%
Attendance	13,407	13,163	14,820	12.6%
Circulation	27,380	25,566	27,709	8.4%

Comparisons to other libraries show that we are doing very well with what we have. Even though our facility might be smaller, our children's circulations as well as programming are healthy.

Library	# of Children's programs	Attendance	YS Circ	Sq. footage	Pop. Seved
Lincoln City	226	6,304	26,203	18,500	13,526
Baker County	801	10,272	17,625	18,253	16,470
Florence	192	6,976	30,831	14,800	17,007
JCLD	734	14,820	27,709	9,600 *	17,565
Estacada	56	2,600	70,200	12,060	18,395
Silver Falls	198	5,183	59,073	17,172	18,695
La Grand	319	6,603	56,931	14,000	18,900

* Incl. annex

Teens

As you can see from the chart below, there was a major effort to increase teen programs this year. Some programs were fairly well attended and some were not attended at all. We are still studying this and figuring out what programs attract teens, what kinds of publicity work, and other activities in the community that compete with these programs. I feel like we are making progress, but not truly successful yet. This is an area we still need to work on. There are fewer teen cards this year than last year. This may be due to "clean up" of records when they were transferred to the new database. However, it could be that teen cards are turning into adult cards faster than new teen cards are being issued.

Teens	2006-2007	2007-2008
13-18 yr old lib cards	1128	1007
Teen programs	5	14
Attendance	178	223

Priority 4 supports Results Policy services to children:

The library district will connect with Jefferson county school libraries.

Objective – Library staff will contact school representatives to develop effective ways to support schools and build relationships.

Possible activities:

- f. go to faculty meetings

- g. remind schools about telescope, GPS, & Decibel Reader in September.
- h. Contact honors society
- i. Smart events
- j. School community service opportunities at library.

Actions taken to support this priority:

- One visit to Culver Faculty meeting (Director)
- Attendance at reception for new superintendant (Director)
- Attendance at Oregon Association of School Librarians (YS Librarian)
- Kids Club Board Member (YS Librarian)
- Project Reach (YS Librarian)
- Several flyers sent to all teachers in both districts on programs as well as information on telescope, decibel reader, etc.
- 27 visits to school rooms (YS Librarian)
- 9 library tours (YS Librarian)
 - School room visits & library tours reached 1770 children & adults
- Three Honor Society members volunteering at library

The monetary expense, relative worth, or relative priority of the benefit (Teens & Children):

Expenses	2006-2007	2007-2008
Employee wages	\$38,000	\$43,330
Books	\$10,618	\$12,000
Audio visual	\$ 779	\$ 981
Periodicals	\$ 422	\$ 389
Programs & supplies	\$ 4,060	\$ 4,278
Ready to Read expenses	\$ 8,619	\$ 8,621
Total	\$57,485	\$69,599

Elderly & Special Needs

Since many of the services we offer address both the elderly & special needs segments of the population, they will be addressed together.

We reach and serve the elderly and special needs people in many ways. In house or online services that benefit the elderly or special needs populations are:

Downloadable audios - This year we switched from Net Library to Libraries to Go and use that jointly with DPLS. Usage has increased about 80% since switching (see chart under technology). They are accessible through the online catalog. Although this is a great service for the elderly and visually impaired, it is not known if they actually use it. It appears that the same 50 or 60 people used the service on a continuing basis, although 5-7 new users are reported every month. It will take time for this technology to catch on. It is somewhat technical to download this much data to a computer and be able to use it.

Large Print Books We also have a great large print selection that is used by the elderly and the sight impaired. New books are added to the large print collection every month. There were 2096 checkouts from the Large Print section in 2007-2008.

Programs Community Read, Chautauqua, and Bit Mobile programs are well attended by the senior citizens in our community. No exact statistics are available on this, but well over half of those who attend are senior citizens.

Priority that supported this Results:

Priority 6 *“Enhanced outreach to seniors in the district will be accomplished.”*

The some of the following were possible objectives for priority 6.

g. Bit Mobile at senior center & assisted living

It was discovered that Todd Williver, the Bit Mobile instructor, works directly with the senior center so no further action was required.

h. Adult storytime at senior center & assisted living.

There were 12 storytimes at Aspen court or East Cascade Living center with 20-25 in attendance at each one. This program was started Feb. 12.

i. Involve HS students

No action

j. Children’s storytime at senior center.

No action

k. Contact senior center & assisted living centers about possible programs

We worked with Aspen Court to set up author visits that we were going to host jointly. Library staff collected local author contact information for Aspen Court and gave it to them. No further action was taken on Aspen Court’s part.

I. Hospital contact – Diane Schaver

No action.

Out of the 6 suggested objectives 2 were implemented, 1 was not necessary and 3 were not used.

The monetary expense, relative worth, or relative priority of the benefit:

2007-2008

- Large print (estimate) \$2625
- Audiobooks \$4500
- Program expenses \$450
- Bit Mobile classes are free to the library and attendees. Expenses are covered by a grant from OSU.
 - Relative worth estimate - \$3000
- Community Read \$1000
 - They also do their own fund raising, CR budget is usually around \$6000 per year.
- Total for 2007-2008 \$13,671
- last year \$10,593

Spanish Speaking

Unfortunately when our records were switched from Follett to Millennium, the Spanish materials did not transfer well. Therefore, accurate circulation statistics are not possible yet. Still we have fairly reliable indicators that the Spanish materials are well used by the amount of materials put away on a weekly basis. If we did have statistics on these records, the numbers wouldn't tell us whether those checking out Spanish materials were native Spanish speakers or not. English speakers also check out Spanish materials and Spanish speakers also check out English materials. Spanish storytimes are also an indicator of library usage by the Latino population, although not all attendees are Latino. It can be seen by the chart below that numbers are increasing.

Spanish Services	2006-2007	2007-2008
Sp. Storytimes attendance	741	1102
Sp. Youth materials checked out	1860	1426
Sp. Adult materials checked out	1182	781
Sp. AV materials checked out	1865	154*

* most not separated out from English AV

Other indicators imply that the Spanish community is being well served. General observation of people in the library also confirms that the Spanish speaking community uses the library, especially the teens. There were three (now 2) staff members that speak Spanish and all were called upon several times a day to use Spanish to help patrons. This has helped to make those who are not proficient in English feel more welcome at the library.

The monetary expense, relative worth, or relative priority of the benefit:

Spanish Services Budget	2006-2007	2007-2008
Spanish Ser. Coordinator	\$15,057	\$15,598
Outreach	\$ 0	\$ 401
Adult books	\$ 973	\$1,039
Youth books	\$1,046	\$1,279
Audiovisual	\$1,248	\$1,415
Periodicals	\$ 506	\$ 381
Total	\$18,830	\$20,113

2. Library Facilities accommodate library services

Priorities that supported this Result:

Priority 1 *“A five year building plan will be developed which will include completion of a needs assessment with analysis.”*

Objective – *Director will organize a Needs Assessment Committee that will include members of the community, board members, local government representation, and library staff.*

The first six tasks as outlined on page IX of The New Planning for Results will be completed by June 30, 2008. Tasks five and six are board responsibility.

A successful Needs Assessment was accomplished this year. Clint Jacks and Maura Schwartz led 3 meetings that 15-20 community members attended. A list of needs and desires of the community were presented to the board for their consideration. This completed Tasks 1-4. Board members worked very hard to make this happen and they should feel good about everything that was accomplished.

In the meantime, we are able to accommodate good library services with the facility we have. It is evident that a better facility would improve library services. For example, computers are in high demand, but there really isn't anywhere to put more. A teen area would benefit the community, but there's no room for that either. More area for storytime activities is needed. The size of our collection is limited by space.

The monetary expense, relative worth, or relative priority of the benefit:

All Needs Assessment Committee members served as volunteers. There were only incidental expenses.

3. Technology is maintained at a high level

Priorities that supported this Result:

Priority 2. *The website will be enhanced and will include maintenance on a daily basis.*

To be included on webpage:

- g. Board Minutes*
- h. Library calendar, programs*
- i. Staff reads (suggested)*
- j. Board policies*
- k. Book complaint form, donation form and other patron forms*
- l. Other items as deemed appropriate*

All of the above items under priority 2 are now included on the webpage. The website has also been completely redesigned and there are so many new features, I'm not sure I can name them all. There are community links, links to interesting and related websites, a page for teens, children, Spanish, the art exhibits, events, movies, databases, and catalog. Keeping this many variables current is a challenge. In May we started keeping track of how many visits to the website each month. Here is how it looks so far:

May	669
June	<u>788</u>
Total	1457

These numbers are an indication that the new and improved website is effective.

Other technical improvements: Online catalog. Our online catalog was up and running in June 2007 which technically was at the end of the last fiscal year, but certainly had an effect on this year. It was a learning year as patrons and staff alike became familiar with all the features of an online catalog.

Downloadable books. As mentioned under service to the Elderly and Special Needs, we have a new downloadable source. Below shows a monthly comparison of the previous source compared to the current. This shows an 80% increase of usage since switching.

Monthly Total Comparison of downloadable books

Net Lib. (old)	45	32	48	13	38	176 total
Books to Go (new)	75	62	48	50	81	316 total

Microsoft office products were updated on staff and public computers. One public computer was replaced. Wireless internet access has been really appreciated. Re-barcoding the collection was begun. New barcode scanners were purchased that improved how well the new system works. Heritage Quest and Automotive Repair databases were purchased and remote access to both is through our website. A courier between DPLS and JCLD libraries started. ORBIS was contracted to provide better interlibrary loan service. ILLS forms can now be filled out online and emailed to library. This is especially helpful to Camp Sherman residents who can now get their ILLs through JCLD at the Sisters Library.

The monetary expense, relative worth, or relative priority of the benefit:

Technical expenses	2006-2007	2007-2008
Regional Library Expenses		\$17,363
Courier	0	0
Website	\$ 600	\$ 600
Public Databases	\$ 723	\$ 2,750
Staff Databases	\$1,326	\$ 1,009
Misc. Computer expenses	\$2,243	\$ 1,096
Total	\$4,892	\$22,818

4.Residents enjoy visiting the library, and consider it to be a comfortable, safe and welcoming place for people to meet and interact.

The following will list programs, new activities and Board Priorities that support this Result, but the success of this Result is difficult to measure. Any hour of any day one can come in the library and see residents enjoying the library. This is due to so many things it is difficult to mention them all. Certainly all of the above report supports this Result. But perhaps the greatest contributor to this Result is the excellent customer service provided by our staff. They are all well trained in library services and customer service.

These improvements were made this year to support this Result:

1. To improve safety at the annex, emergency lighting was put in place. If there is a power outage, these lights will come on, helping to provide a safer exit from the building.
2. A new couch was purchased for the Spanish collection area to make it more comfortable and welcoming.
3. The Annex is well used. There were 481 events in the annex, 96 were library sponsored and 385 were groups that reserved the annex for their own events.
4. The following chart shows that visitors to the library is increasing annually. This is a good indicator that residents enjoy visiting the library.

Year	05-06	06-07	07-08
Visitors to library	54,000	67,953	75,322

Priorities that support this Result:

Priority 3 *An on-going art exhibit will be planned, promoted, and implemented.*

Objective – *Director or staff member will work with local art galleries, schools, State Library, Warm Springs Reservation and other entities to establish an on-going art exhibit in the library.*

The area above the public computers was turned into a display area for art work and the work of 4 artists was been featured during 2007-2008. Local photographers, painters, and the children at Warm Springs, were represented.

This has made the library a more inviting area.

Priority 5 *Promotion of the library and annex will be enhanced.*

Objectives

- a) *weekly article in Pioneer Newspaper*
 - b) *occasional article info pieces published in Bulletin (Go magazine) and Spilyay, high school papers*
 - c) *program promotion on local reader boards, PSAs on radio and cable, etc.*
- a. We have done well with publishing 49 weekly articles in the Pioneer newspaper. Director, Youth Services Librarian and Storyteller have all contributed articles. It has been very helpful to have this method of promoting the library. We've experimented with a few different styles for the article and continue to think of ways to make it more noticeable.
 - b. There have been occasional articles in the Bulletin, and Spilyay papers. None have been submitted to high school papers.
 - c. All of these mediums have been used to promote library programs.
 - d. A Friends of the Library group was formed to host Chautauqua programs and host an annual book sale

The monetary expense, relative worth, or relative priority of the benefit:

Emergency lighting	\$350
New couch	\$1,800
<u>Weekly Pioneer articles</u>	<u>\$1,200</u>
Total	\$3,350

5.The collection is current, reliable, relevant, including; books, magazines, music, online data bases, newspapers, and the Oregon History collection.

Considering we now have access to DPLS collection of 384,771, plus an active Interlibrary loan program, along with our own collection, we are doing extremely well in this Priority as far as providing materials goes. Also included here would be the new Heritage Quest, Automotive Repair databases, downloadable books, online magazine and newspaper indexing. As can be seen by the following chart, new items are being

added to the collection and the collection is growing. There were also 69 items added to the Oregon History collection.

Collection	2006-2007	2007-2008 new adds	2007-2008 total
# of print materials	47,367	5,978	50,764
# of audio materials	2,914	107	3,314
# of video materials	813	35	840
# of music CDs	621	226	833
Total	49,939	6,120	56,129

Subscriptions

Magazines – 122, Newspapers – 9

As is shown on the chart below, our circulation is up from last year, which is good news. It is not up as high as the previous year, but a real improvement.

Circulation	2005-2006	2006-2007	2007-2008
Check outs at JCLD	81,880	74,253*	78,236*
JCLD items sent to DPLS			14,200
DPLS items sent to JCLD			3,311

*includes downloadable audio books

The monetary expense, relative worth, or relative priority of the benefit:

Collection	2006-2007	2007-2008
Adult Books	\$21,224	\$21,996
Children & Young Adult	\$11,224	\$11,996
Spanish Books	\$ 2,033	\$ 2,318
Periodicals	\$ 3,733	\$ 3,767
A/V	\$ 6,882	\$ 8,405
Online databases	\$ 723	\$ 2,750
Total	\$45,819	\$51,232

Conclusions

1. Residents in a large variety of living situations access library services.

We are serving Children very well. This is probably our strongest area. We made progress towards improving services to teens, elderly and special needs. Although measurable results were difficult to obtain, service to the Spanish speaking community is also very good. We are in compliance.

2. Library facilities accommodate library services.

Although it is apparent that a larger facility would better accommodate library services, we are doing well with the resources we have. Progress towards improving facilities was made with the Needs Assessment Committee Meetings. We are working towards compliance.

3. Technology is maintained at a high level.

This is an area where many improvements were accomplished as can be seen from the above report. We are in compliance.

4. Residents enjoy visiting the library, and consider it to be a comfortable, safe and welcoming place for people to meet and interact.

The number of visitors to the library is increasing. Good improvements were made this year to make the library/annex more comfortable and safe. We are in compliance.

5. The collection is current, reliable, relevant, including; books, magazines, music, online data bases, newspapers, and the Oregon History collection

The collection is being well maintained and with access to DPLS materials as well, we have wonderful resources to offer our patrons. Circulation numbers are up from last year. We are in compliance.

Gap Statements

1. Migrating the collection from one database has created problems. Records clean up and re-barcoding of the collection needs to be done.
2. Circulation station at Warm Springs. This was part of our original agreement when we received the LSTA grant as well as the Meyer Memorial grant. Due to other projects at DPLS, we have been unable to proceed. Our ability to proceed

will still depend on DPLS being willing to move forward with the technical end. It is also uncertain at this time if Warm Springs is ready to proceed. Policies and procedures relating to a circulation station at Warm Springs need to be developed and be bought off by DPLS since their books will be involved too. Arrangements for a courier need to be made.

3. Continued effort to improve services to teens.
4. Circulation numbers are up from last year, but still not as high as previous year.
5. Public needs to be better informed and educated on all the new technology that has been implemented in the library.

Possible Measurable Priorities:

1. Increase circulation of adult books
2. Improve adult programming and increase attendance
3. Item records and barcodes clean up
4. Increase circulation of teen books or books checked out on teen cards, or number of teen cards
5. Increase teen programming and attendance at programs
6. Develop policies for check out station at Warm Springs and courier
7. Bins to drop off locations: hospital, Ashwood, Antelope, Culver, Metolius, etc.
8. Replace old public computers with laptops and have extras to use in other areas
9. Further steps towards new facility ("The New Planning for Results")

The District is in compliance with the Purpose, Results, and Priorities Policy

Sally W. Beesley, Library Director

Library Comparison Charts

Library	Population Served	Registered borrowers	MLS	Total paid staff	Total revenue	Total staff expenditures
Lincoln City	13,526	8,202	1	8	\$706,717	\$494,651
Florence	17,007	7,816	3.10	8.7	\$713,533	\$412,773
JCLD	17,565	8,993	2	8.5	\$578,655	\$252,749
Estacada	18,395	8,078	1.50	6.5	\$356,606	\$276,353
Silver Falls	18,695	10,146	3	9.2	\$741,360	\$406,519
Hermiston	21,018	8,984	1	7.5	\$690,577	\$409,321

Library	Collection expenditures	Total lib. Expenditures	Expenditures per capita	Total circulation
Lincoln City	\$74,752	\$708,618	\$52.39	155,294
Florence	\$95,754	\$663,786	\$39.03	192,834
JCLD	\$46,726	\$538,830	\$30.68	79,677
Estacada	\$60,200	\$418,353	\$22.74	296,670
Silver Falls	\$68,697	\$540,572	\$28.92	164,010
Hermiston	\$27,423	\$521,716	\$24.82	88,648

Library	# of Children's programs	Attendance	# of Adult programs	attendance
Lincoln City	226	6,304	88	4,447
Florence	192	6,976	45	811
JCLD	635	13,263	43	1,606
Estacada	56	2,600	2	120
Silver Falls	198	5,183	13	183
Hermiston	236	8,841	41	567

Library	Total # volunteers	Volunteer hours
Lincoln City	45	7,310
Florence	111	6,939
JCLD	35	3,043
Estacada	35	800
Silver Falls	15	1,424
Hermiston	16	804

Library	# of Internet users	# of public computers	Square footage
Lincoln City	82,309	13	18,500
Florence	22,703	17	14,800
JCLD	12,554	6	9,600 Including annex
Estacada	39,600	26	12,060
Silver Falls	16,754	7	17,172
Hermiston	17,346	16	14,000