

TENTATIVE AGENDA
FOR SPECIAL MEETING OF THE
EAST BATON ROUGE PARISH LIBRARY BOARD OF CONTROL
MAIN LIBRARY
BOARD ROOM
7711 GOODWOOD BOULEVARD
BATON ROUGE, LA 70806
NOVEMBER 5, 2009
4:00 P.M.

- I. ROLL CALL
- II. EVALUATION OF LIBRARY DIRECTOR
- III. ADJOURN

ALL MEETINGS ARE OPEN TO THE PUBLIC

THE PUBLIC IS ALLOWED TO MAKE COMMENTS RELATIVE TO AN AGENDA ITEM AT THE DISCRETION OF THE LIBRARY BOARD PRESIDENT. ANY COMMENTS NOT RELATED TO AN AGENDA ITEM MAY BE RECEIVED AND DISCUSSED OR DEFERRED TO A FUTURE MEETING UNDER PROCEDURES DIRECTED BY THE LIBRARY BOARD PRESIDENT.

Minutes of the Special Meeting of the
East Baton Rouge Parish Library Board of Control

November 5, 2009

A special meeting of the East Baton Rouge Parish Library Board of Control was held in the Main Library Board Room on Thursday, November 5, 2009. Mr. Dan Reed, President of the Board, called the meeting to order at 4:09 p.m. Members of the Board present were Ms. Tanya Freeman, Mr. Jamie Griffin, Mr. Stanford O. Bardwell, Jr., Mr. Donald Browning, Ms. Kizzy Payton, and Ms. Beth Tomlinson. Also in attendance were Mr. David Farrar, Library Director, Ms. Mary Stein, Assistant Library Director of Administration; Ms. Elizabeth Myers, Division Head of Library Computer Services; Ms. Liz Zozulin, Executive Assistant to the Library Director; and Mr. Rod Thomas, Reference Library Technician II; Ms. Nikki Essex of the Parish Attorney's Office. Mr. Tom DuBos, Ms. Gayle Smith, and Ms. Kathy Wascom, members of the community also attended.

Evaluation of Library Director

Mr. Reed opened the meeting by saying that there is only one item on the agenda for this meeting; that being the evaluation of Mr. David Farrar, the Library Director. Mr. Farrar was hired by the Library Board on October 16, 2008 and his first day of employment was November 10, 2008. The Library Board had decided in October 2008 that an annual performance evaluation was a good idea. Ms. Freeman and Mr. Griffin were named as committee members in March 2009 to draft a performance evaluation method for the Library Board to utilize during the annual review of the Library Director.

Mr. Reed began the review by asking Mr. Farrar to present a report on the state of the East Baton Rouge Parish Library. Mr. Farrar directed the Library Board members to a PowerPoint presentation thanking Ms. Stein and Ms. Zozulin for their technical assistance for today's meeting. Appended to these minutes is a copy of the PowerPoint presentation.

The main points of Mr. Farrar's report were as follows:

- The Library's Core Values of focusing on customers, striving for excellence, fostering teamwork, and increasing community collaboration.
- The Library's Vision to offer services that meet the needs of our diverse neighborhoods, provide welcoming spaces, build strong collections, support relevant technology, and employ well-trained, friendly and flexible staff.
- The Library's Goal of providing learning for life-long success through such programs as Advanced Workstation Education (AWE) in Children's Services, increasing participation by young adults/teens, and increasing computer based training programs.
- Participation in literacy programs and in organizations that promote literacy such as the Literacy Coalition.

- Spearheading the *One Book/One Community* program with community partners such as the Baton Rouge Area Chamber, Louisiana State University, Southern University, and Baton Rouge Community College. This year's gala for the community read of *A Lesson before Dying* by Ernest Gaines with the author in attendance was met with overflow crowds. Next year will feature *The Great Gatsby*.
- The Library contributes to the economic development of the City/Parish through quality collections and the developing of new ones such as those resources for the growing film and game development industries.
- The Library provides enhanced small business resources and programs such as the Career Center at the River Center Branch Library and an on-line Business and Career Connection through the Reference Division.
- The Library will conduct a Return on Investment survey series in 2010.
- The Library initiated work to provide a more functional state-of-the-art Integrated Library System (ILS) in 2009 to allow customers easier access to information. The implementation of wireless (Wifi) access has been authorized. Delays were a result of issues in the City/Parish Purchasing Department. The Library's Technology Plan is a priority with a return to the maintenance and replacement schedule.
- With the approval of the Library Board, staffing needs have been addressed in the 2010 budget with additional personnel such as a Deputy Director. Among the priorities for the Deputy Director will be diversity training for staff. Staff will continue to be encouraged to join and attend meetings of professional organizations and participate in committees. The Library will continue to work with Mr. David West, Training Manager of the City/Parish Department of Human Resources on succession plans and Leadership training.
- The Library will purchase materials for the new pre-school bookmobiles in 2010.
- A study of the needs of the Technical Services Division will be conducted in 2010 in order to redesign workflow which will result in faster processing of materials for patron use.
- *OverDrive* download stations have been budgeted for 2010 and the Library's digital archive will go live in 2010.
- The East Baton Rouge Parish Library has more public relations exposure than any library in the country. Marketing efforts have been expanded to include student practicums with LSU's Manship School of Mass Communication.
- The Director has met with community partners such as Mr. George Pietrogallo of ExxonMobil to further relationships with the Library.
- For the first time in 2010 the Library will utilize targeted advertisements to promote Library services and continue programming on Metro 21.
- The Director and staff will secure legal advice on developing a Library Foundation.
- A master plan to schedule on-going facilities maintenance has been completed with many large maintenance projects also completed.
- The Library's Continuity of Operations Plan (COOP) has been updated by the Library's Business Manager and Assistant Director of Branch Services.
- The Library will partner with the Census Bureau in 2010 on a public awareness campaign and will use census results to monitor population expansion and housing developments to determine community branch expansion.

Mr. Reed thanked Mr. Farrar for his informative report. He then made a motion that the Library Board go into Executive Session in order to conduct the evaluation of the Director in private. Mr. Griffin asked if there were any comments from the public or the staff before the Board convened in Executive Session. Mr. DuBos, a member of the Federation of Greater Baton Rouge Civic Association said that in the year that Mr. Farrar has been in Baton Rouge, Mr. DuBos has enjoyed working with him and listening to his ideas. Mr. DuBos also said as an outsider, he compliments Mr. Farrar's work. The Board members then voted unanimously at 5:00 p.m. to go into Executive Session.

At 5:40 p.m. the Board completed their evaluation and opened the meeting to the public. Ms. Freeman made a motion to recommend that Mr. Farrar's salary for 2010 be increased to Step 7. The motion was seconded by Ms. Payton and passed unanimously.

There being no further business, the meeting was adjourned at 5:42 p.m. on a motion by Mr. Griffin, seconded by Ms. Tomlinson.

Dan Reed, President

David Farrar, Library Director

Director's Report

EAST BATON
ROUGE PARISH



LIBRARY

November 5, 2009



CORE VALUES



- **Focus on customer:** We demonstrate customer focus through flexibility, respect, inclusiveness and responsiveness.
- **Strive for excellence:** We achieve excellence through enthusiasm, expertise, innovation and evaluation.
- **Foster teamwork:** We create a team environment through respect for staff and their contributions, commitment to staff development, accountability, open communication, informed decision-making and risk taking.
- **Increase community collaborations:** We foster dynamic collaborations with other agencies to offer opportunities for more effective and efficient services.



VISION

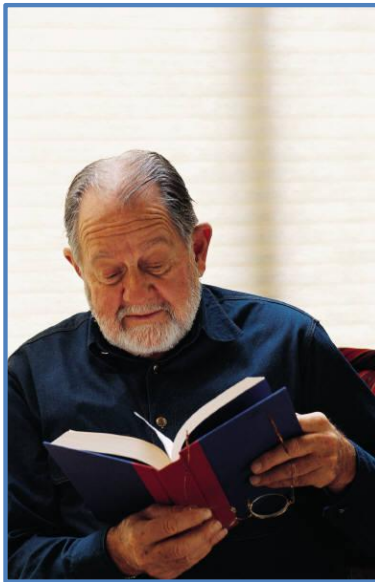


The East Baton Rouge Parish Library system will contribute to the success of our community by becoming a vital center of learning, knowledge, communication, culture and enjoyment for all residents. *The Library will:*

- ☑ Offer services that meet the needs of our diverse neighborhoods
- ☑ Provide welcoming spaces
- ☑ Build strong collections
- ☑ Support relevant technology
- ☑ Employ well-trained, friendly and flexible staff

Goal: Learning for Life-Long Success

- **Children, youth and adults using the East Baton Rouge Parish Library system have access to resources and services that support and enhance their efforts to succeed.**



Goal: *Learning for Life-Long Success*

Objective:

✎ Develop a system-wide plan that targets services to children ages 0-12 and their parents/caregivers

- *Continuous.*
- *This year we installed AWE early literacy computer stations at all branches.*

Objective:

✎ Develop a plan to work in partnership with local organizations to better utilize library space for “learning community” activities such as ESL, GED, and citizenship classes

- *Continuous.*
- *We are also reaching out to less-obvious providers—for example, we are currently offering computer training classes with Capital Area Corporate Recycling Council (CACRC) which will result in each participant receiving their own PC. We have just completed a Prime Time Family Reading Time series and American Sign Language classes . Other free library programs covered health and wellness issues, home ownership, financial literacy, and credit repair.*
- *Next year, expect to see even more life-skills programs offered at the Library.*

Objective:

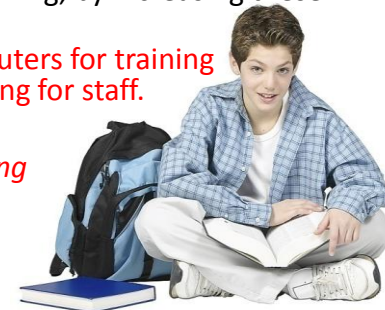
✎ Develop a system-wide plan that targets and increases participation of young adults/teens in library services (ages 13-18)

- *Continuous.*

Objective:

☑ Expand educational offerings to adults in programs such as computer-based training, by increasing these services in convenient locations in the community branches

- *Continuous; the Director has authorized purchase and installation of new computers for training patrons & staff in all branches; the Director has also authorized additional training for staff.*
- *Next year, we will focus on adding Office 2007 suite to all training modules.*
- *The new Bookmobile will also provide an entry point for computer-basing training and electronic resources.*



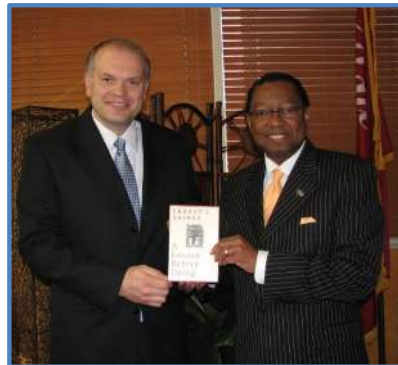
Goal: *Learning for Life-Long Success*

Objective:

- ☑ Participate directly in the literacy coalition efforts underway in the city/parish by providing resources and meeting places for literacy training
 - **Continuous**
 - The Director has also standardized procedures for free and paid tutors and ensured that all new construction will accommodate literacy training.
 - The Director or staff attend Literacy Coalition meetings & events, & the Coalition meets in the Library.
 - *Next year, we will host special open houses for literacy advocates.*

Objective:

- ☑ Help stimulate the “learning community” and promote literacy by spearheading a “One Book- One City” program with local partners such as the Chamber of Greater BR , LSU, SU, BRCC, public school system, private and parochial schools, churches, synagogues
 - **Continuous**
 - The Library completed our 3rd Big Read featuring Ernest Gaines (to overflow crowds) , and partnered on the summer One Book series featuring Poor’s Mans Provence.
 - With the award of another NEA grant, we are preparing for The Great Gatsby in the spring 2010.
 - *Next year, we will apply for a 5th Big Read grant and participate in the summer One Book series.*



Goal: Stimulating Economic Development

- **The East Baton Rouge Parish Library system contributes to economic development in the City of Baton Rouge/ Parish of East Baton Rouge.**



Goal: *Stimulating Economic Development*



☑ **Objective:**

Evaluate resources at all locations and establish quality collections that meet the economic development needs of this city/parish

- Preliminary Book Analysis evaluation completed in summer 2007.
- Ongoing weeding & collection development.
- *Next year, we will focus on resources for the growing film and game development industries and create appropriate LibGuides to direct patrons to appropriate materials and highlight local film and game development industry news.*

Objective:

✎ Determine and prioritize options to enhance job readiness in the community

- The Director is working with the Baton Rouge Area Chamber (BRAC) & the Mayor's Office.
- *Continuous.*

Goal: *Stimulating Economic Development*



 **Objective:**

Provide enhanced small business resources, programs and services in those libraries that serve the business community, such as the Career Center and the Library's online Business and Career Connection

- Career Center became totally managed by Library beginning 2008.
- *The Director has authorized additional training for the staff for 2010.*
- *The Director has approved a special new database, Optimal Resumé.*

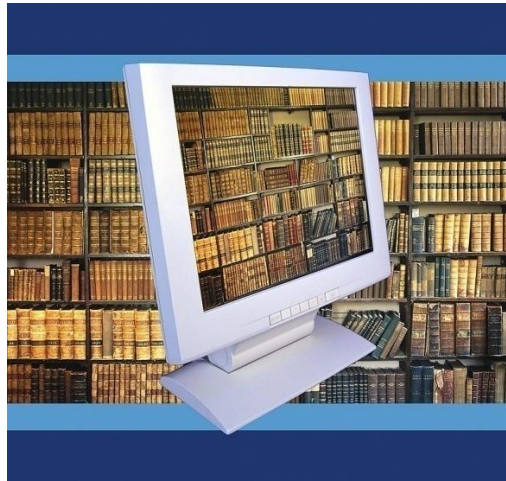
Objective:

Participate in the survey on the economic impact of public libraries to be conducted by LSU School of Library and Information Science

- Completed in spring 2008.
- *Next year, we will create our own mini Return on Investment survey series.*

Goal: Providing Access to Information

- **The East Baton Rouge Parish Library system provides accurate, timely, customer-focused information services using a variety of resources.**



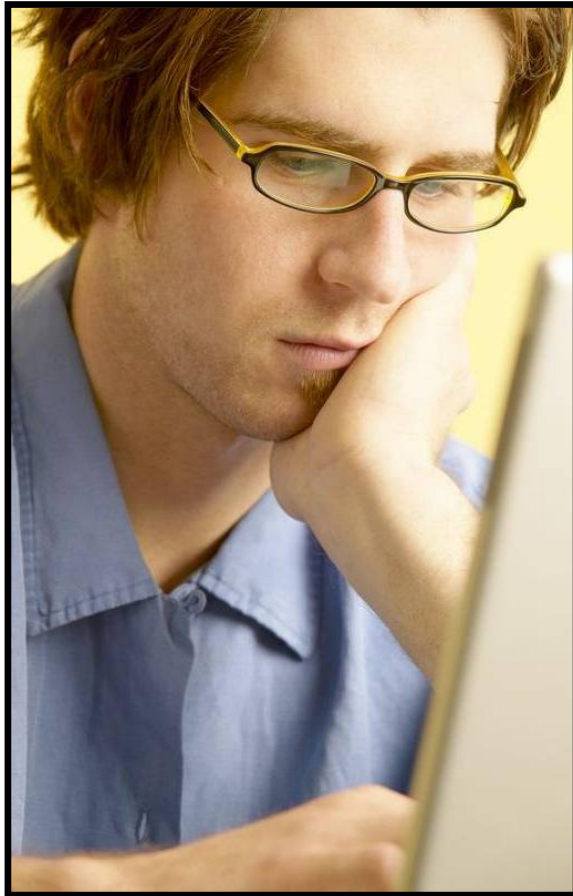
Goal: *Providing Access to Information*



Objective:

- ☑ Specify and acquire a more functional state-of-the-art integrated library automation system (ILS) that provides customers with broader and easier access to relevant information and serves as a platform for a digitized local history collection
- *Postponed since 2002, the V-smart ILS project is now in progress and at an excellent price.*
- *Next year, we will add new modules to increase function and accessibility of the V-smart ILS.*
- *The Director authorized full day of training from a nationally renowned website consultant this year.*
- *The Director authorized the implementation of a new Text-A-Librarian service this year.*
- *Next year, we will complete a major re-design of the website architecture to increase efficiency and accessibility for contributors, as well as redesign pages for maximum accessibility and ease of use.*
- *Related to technology—the Director authorized the acceleration of the WiFi implementation schedule to include all branches, rather than phased in over several years. WiFi will be in place in the very near future at Main and will then extend out to ALL the branches.*
- *Next year, we will move to a single computer domain for all computer operations, which will vastly improve our ability to diagnose, repair, and update PCs.*
- *Furthermore, the Director has authorized the Computer Division to return to the computer maintenance and replacement schedule recommended in the Library's Technology Plan.*

Goal: *Providing Access to Information*



Objective:

- ☑ Assess staffing levels for maximum customer service and work to achieve optimal staffing needs
- Ongoing
- The Director has addressed staffing in the Library's proposed 2010 budget.
- *Next year, we will focus on diversity training.*

Objective:

- ✍ Establish a staff mentoring and training program that ensures high quality service
- In process; the Director has worked with City Parish office of HR on a succession plan and authorized a full syllabus of training courses and continuing education opportunities.
- Staff has been encouraged to attend and join professional organizations, and staff has been allowed to serve on committees, including some prestigious Louisiana & national committees.
- *Next year, we will expand on the Professional Development Academy training offered through the City Parish HR department and complete the Inter-Personal Series (IPS) at every branch and division.*

Goal: *Providing Access to Information*

Objective:

- ☑ Continue the aggressive purchase of high-demand print materials to meet the informational and recreational reading needs of the residents as well as those titles in multimedia formats (DVDs, CDs, audiobooks, videos, etc.)
- Ongoing.....preliminary evaluation using Bowker Book Analysis System was completed in summer 2007; ongoing collection development since then
- The Director has authorized the new FLASH format for foreign language materials and increased funding to print and non-print media.
- *Next year, we will purchase materials for the new Pre-school Bookmobiles.*
- *Related to this issue, the Director has authorized a study of the Technical Services Division to improve processing and cataloging speed, and approved pilot projects for pre-processing with several regular vendors, and the McNaughton Bestseller subscription plan.*
- *Next year, we anticipate that redesigning our workflows will result in a more rapid box-to-shelf-time and a corresponding increase in circulation statistics*

Objective:

- ☑ Continue to select and acquire access to full-text and other informational databases which meet the informational and research needs in the parish
- Ongoing; the Director has authorized funding for a number of new databases in the past year including Mango foreign language program, Footnote, Credo Reference, Morningstar, and the NY Times Digital Microfilm collection, and increased funding for the Overdrive digital collection.
- *Next year's budget includes Overdrive download stations for the public.*
- *Library's own Digital Archive is under construction now and will go live next year.*



Goal: Increasing Community Awareness and Outreach

- Our diverse community is fully aware of the wide range of services available from the East Baton Rouge Parish Library system.





Goal: *Increasing Community Awareness and Outreach*

Objective:

Create and implement a marketing plan


- Completed in 2005 and revised annually by the Director & Assistant Director of Administrative Services.
- *The Director authorized student practicums with LSU's Manship School of Mass Communication and has authorized a special marketing service project with LSU for 2010.*

Objective:

Identify partners who will assist in increasing public awareness of library services

- Continuous.
- Staff have developed a large database of potential partners.
- *Next year, we will use options in our new ILS to cross-market services, programs, and resources with community partners.*
- Director has engaged in a systematic, preliminary canvass of meetings with stakeholders and potential partners throughout the year.
- *Next year, the Director will make follow-up visits to discuss specific services or initiatives.*

Objective:

 Increase awareness of library services among target populations (such as the non-users, new immigrants, parents and children, senior citizens, special clientele)

- Continuous.
- The Director and library staff have met with organizations and advocates to increase awareness of Library resources and create opportunities for outreach.
- *The Director has authorized specific and targeted advertisements (our first ever) for 2010.*



Goal: *Increasing Community Awareness and Outreach*

Objective:

- ☑ Utilizing the services of Metro 21, create and produce a regular public access television program to increase awareness of library services and programs

- *Continuous.*

Objective:

- ☑ Continue utilizing the bookmobile to serve those residents who are unable to visit library community branches (residents of senior centers) and expand these services to residents who live in densely populated housing who lack transportation to nearby branches.

- *Continuous.*

- *Outreach service expansion is underway, with the recent purchase of one van, the purchase of the mid-size van underway, and specifications completed for a 37' coach to serve the pre-school population. Policies and procedures are in process.*
- *Next year we will receive all 3 vehicles, outfit them, staff them, and deploy them for service to local day cares and organizations serving youth.*

Objective:

- ✎ Develop a Library Foundation

- *Director and staff have gathered preliminary information.*
- *Next year, we will secure legal advice related to developing a Foundation.*

Goal: Building Construction Program

- The East Baton Rouge Parish Library system provides quality accessible services, collections and programs that anticipate and meet the needs of the community in state-of-the-art facilities.



Goal: *Building Construction Program*



Objective:

- ☑ Continue the renewal of dedicated library tax funding to complete the construction of facilities outlined in the three- phase construction program of the East Baton Rouge Parish Library begun in 1986; continued in 1995; renewed again in October 2005
- *Library obtained a Roll Forward in summer 2008.*
- *The Director has worked with out-going Metro Council members & will continue to work with all new Metro Council members, the Mayor's office, and City Parish officials to move forward with all Library projects.*



Objective:

- ✎ Implement phase three of the construction program, on a pay-as-you-go-basis, and construct the new Main Library in the Park, renovate or replace the existing River Center facility, and build the remaining community branches designated by the Library Board of Control.
- *In progress now:*
 - ✎ *Director & staff have almost completed Design phase for the new Main Library,*
 - ✎ *are midway through design development for Rouzan,*
 - ✎ *have begun concept design stage for Fairwood,*
 - ✎ *and accepted the initial study completed for River Center Branch Library.*
- *Next year, we will break ground for Main, Rouzan, and possibly Fairwood, depending on how quickly the construction documents and bid package can be prepared.*





Goal: *Building Construction Program*



Objective:

- ☑ Develop a master plan, scheduling for on-going facilities' maintenance, to insure that facilities constructed continue to be safe, attractive, and well managed (re-roofing; painting; lighting; parking lot pavement, etc)
- Master plan is completed and is examined annually by the Director, the Assistant Director of Branch Services, and the Facilities Manager. COOP was updated this year.
- Large maintenance issues completed this year include: completing repairs post-Gustav, addressing the unsafe carpet at Main; specifying bids to replace the carpet at JCR and BBR; upgrading security systems; replacement of HVAC at JCR and cooling tower at BBR; painting Recycled Reads facility; new roof and flooring at Baker Branch Library; catch basins at JCR; installing tile at emergency exits at all facilities; waterproofing JCR.
- *Next year, carpet will be replaced at JCR and BBR.*

Objective:

- ✎ Continue to monitor population expansion and housing developments to determine the need for future community branch expansion
- Continuous.
- *Next year, upon completion of the Census, we anticipate reliable new data.*
- *Related to this issue, the Director has authorized staff to partner with the Census on a public awareness campaign.*

