



**OAKLAND PUBLIC LIBRARY ADVISORY**  
**COMMISSION**

Oakland Main Library  
Brad Walters Community Room (formerly West Auditorium)  
125 – 14<sup>th</sup> Street

**Meeting Agenda**

**Monday, January 30, 2012**

**5:15 PM**

**Roll Call / Call to Order**

1. **Approval of Draft Minutes:** September 26, 2011
2. **Chairperson's Commission Activities Report**
3. **Oakland Public Library Staff Activities Reports**
  - A. Library Director
    - i. Library Activities – Informational Report
    - ii. Circulation Statistics (Attachment A)
4. **Continuation of Debriefing/Next Steps of LAC Retreat (Attachment B)**
  - i. LAC Responsibilities
  - ii. Measure Q Reports Format
  - iii. Frequency of Meetings
5. **Children's Services Presentation – Informational Report (Attachment C)**
6. **Commissioner's Advocacy Reports**
  - A. Informational reports and Announcements Commission related activities
7. **Agenda Building - Determination of Schedule of New and/or Outstanding Commission Items**
8. **Open Forum (Public Comment)**
9. **Adjournment**

*To request a sign interpreter call 238-6713(v), 238-3281(v) or  
TTY 834-7446 at least 5 working days before the meeting*

AH A

## Oakland Public Library Circulation by Branch FY09-10 vs. FY10-11

| Location                 | 09-10 Circ       | 10-11 Circ       | % change    |
|--------------------------|------------------|------------------|-------------|
| Main (upstairs)          | 403,031          | 404,637          | 0.4%        |
| Main Children's Room     | 183,337          | 196,459          | 7.2%        |
| 81st Avenue              | n/a              | 71,846           | n/a         |
| Asian                    | 326,528          | 305,865          | -6.3%       |
| Brookfield               | 33,461           | 20,820           | -37.8%      |
| Chavez                   | 112,359          | 110,713          | -1.5%       |
| Dimond                   | 216,896          | 228,003          | 5.1%        |
| Eastmont                 | 62,581           | 67,321           | 7.6%        |
| Elmhurst                 | 31,824           | 18,209           | -42.8%      |
| Golden Gate              | 64,043           | 78,628           | 22.8%       |
| King                     | 37,905           | 44,124           | 16.4%       |
| Lakeview                 | 120,077          | 125,038          | 4.1%        |
| Melrose                  | 24,039           | 39,994           | 66.4%       |
| Montclair                | 148,442          | 159,117          | 7.2%        |
| Piedmont                 | 154,443          | 152,154          | -1.5%       |
| Rockridge                | 250,969          | 241,793          | -3.7%       |
| Temescal                 | 58,576           | 60,277           | 2.9%        |
| Tool                     | 37,565           | 36,990           | -1.5%       |
| West Oakland             | 44,991           | 44,919           | -0.2%       |
| OverDrive (ebooks)       |                  | 14,424           | n/a         |
| <b>Total Circulation</b> | <b>2,471,618</b> | <b>2,585,613</b> | <b>4.6%</b> |

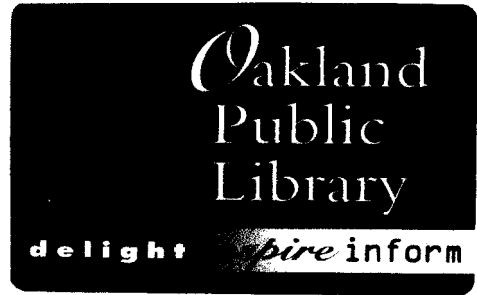
|              | Computer Sessions 09-10 | Computer Sessions 10-11 | % change |
|--------------|-------------------------|-------------------------|----------|
| 81st         | n/a                     | 12,755                  | n/a      |
| Asian        | 21,784                  | 18,430                  | -15.40%  |
| Brookfield   | 17,866                  | 7,269                   | -59.31%  |
| Chavez       | 35,645                  | 29,282                  | -17.85%  |
| Dimond       | 20,117                  | 17,563                  | -12.70%  |
| Eastmont     | 31,607                  | 25,599                  | -19.01%  |
| Elmhurst     | 13,815                  | 6,350                   | -54.04%  |
| Golden Gate  | 17,613                  | 14,479                  | -17.79%  |
| King         | 1,488                   | 8,143                   | 447.24%  |
| Lakeview     | 10,177                  | 8,736                   | -14.16%  |
| Melrose      | 9,408                   | 9,851                   | 4.71%    |
| Montclair    | 4,409                   | 4,509                   | 2.27%    |
| Piedmont     | 10,458                  | 6,905                   | -33.97%  |
| Rockridge    | 16,820                  | 10,647                  | -36.70%  |
| Temescal     | 9,495                   | 6,653                   | -29.93%  |
| West Oakland | 12,643                  | 10,963                  | -13.29%  |
|              |                         |                         |          |

|              | Program Attendance 09-10 | Program Attendance 10-11 | % change |
|--------------|--------------------------|--------------------------|----------|
| Main         | 9,297                    | 9,431                    | 1.44%    |
| 81st         | n/a                      | 7,918                    | n/a      |
| Asian        | 4,729                    | 4,282                    | -9.45%   |
| Brookfield   | 4,616                    | 2,322                    | -49.70%  |
| Chavez       | 10,773                   | 8,533                    | -20.79%  |
| Dimond       | 12,362                   | 14,507                   | 17.35%   |
| Eastmont     | 5,425                    | 3,174                    | -41.49%  |
| Elmhurst     | 672                      | 1,373                    | 104.32%  |
| Golden Gate  | 4,783                    | 8,531                    | 78.36%   |
| King         | 1,966                    | 9,641                    | 390.39%  |
| Lakeview     | 9,196                    | 9,330                    | 1.46%    |
| Melrose      | 709                      | 6,260                    | 782.93%  |
| Montclair    | 3,842                    | 7,476                    | 94.59%   |
| Piedmont     | 7,663                    | 6,062                    | -20.89%  |
| Rockridge    | 10,890                   | 10,329                   | -5.15%   |
| Temescal     | 1,727                    | 2,696                    | 56.11%   |
| West Oakland | 9,758                    | 10,320                   | 5.76%    |
|              |                          |                          |          |

**LAC Responsibilities  
April 2, 2011 Retreat Follow-Up**

| <b>Goal</b>  | <b>Objective</b>  | <b>Who?</b>     | <b>When?</b>              |
|--|---|-----------------|---------------------------|
| Make recommendations and review expenditures re Measure Q monies           | Decide format for staff Measure Q report  | Full Commission |                           |
|  | Receive and discuss measure Q reports   | Full Commission | 3x year                   |
| Act as Library Ambassadors/ advocates:<br><i>1. educate ourselves</i>      | Decide on LAC meeting schedule (monthly? every 2 months? Change day so can meet at branches?)   |                 |                           |
|  | Participate in staff presentations on areas of library services (e.g., ebooks, IT, childrens' library)  | Full Commission | 6x year?                  |
|  | Review goals/ objectives of Council to integrate LAC activities with city goals   | Full Commission | Once yearly               |
|  | Visit branches  |                 |                           |
|  | Hear from community members what their interests/ concerns are (invite community groups to meetings)  |                 |                           |
|  | Hold hearings when appropriate (e.g., policy change ahead or controversial issue)   | Full Commission | As needed                 |
| Act as Library Ambassadors/ advocates:<br><i>2. advocate for libraries</i> | Meet with Council members: <ul style="list-style-type: none"> <li>• Thank for support in budget</li> <li>• Express concern about level of GF funding</li> <li>• Wishlist for library (eg. 6<sup>th</sup> day back, IT...)</li> <li>• Outline accomplishments, challenges, vision</li> </ul> |                 | ? times per year          |
|  | Submit regular status reports to LEA  | Chair           | As requested              |
|  | Meet with electeds at state level   |                 | January<br>(District day) |
|  | Get on agendas of local groups (NCPCs, town hall meetings...) to publicize library  |                 |                           |
|  | Make recommendations to ED re policy issues that affect service (recommendations based on staff presentations)  |                 |                           |
|  | Assist in LAC recruitment by publicizing vacancies  |                 |                           |
|  | Assist in LAC volunteer coordination by publicizing opportunities   |                 |                           |
|  |   |                 |                           |

Oakland Public Library  
Children's Services



*from City Council Goals*

- **Ensure that all Oakland youth and seniors have the opportunity to be successful**
  - Provide effective community programs for Seniors, Youth and People with disabilities
- **Develop a sustainable city**
  - Encourage and support social equity for all Oakland residents

OPL's Children's Services staff seek to provide:

- Welcoming environments, sized to fit
- Exposure to artistic, cultural & academic enrichment
- A community that values information seeking, learning, and reading for pleasure
- A laboratory for children to grow into independent and literate library users
- A place kids want to be, filled with people they want to see



Working with our schools



- Collaborations with OUSD departments
- Oakland Literacy Coalition "Literacy Zones" at Brookfield Elementary, REACH and Cox
- West Oakland Bus Grant
- Relationships between each branch children's librarian and local schools

## Books for Wider Horizons

Now serves 28 preschool sites with 55 volunteers



## Summer Reading



- "I was so motivated to read for stickers and thought it was so cool to get my own book and the coupons to fun things at the end!"
- "It helped me a lot on loving to read"
- "It is the best thing ever"

## After School Art With MOCHA



## After School Art With MOCHA



### First 5 Alameda County Neighborhood Partnership Grant



"The more families engaged with children to read together, play games, do chores together, etc., the more likely their children were to be prepared across [school] readiness domains."

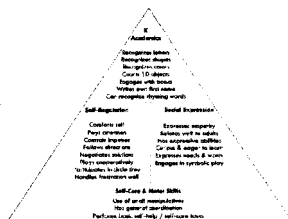
Applied Survey Reserch. (2011). *School Readiness in Alameda County 2010: Results of the Fall 2010 Assessment.*

"Parents of *Strong in all domains* students reported more weekly family activities, more engagement in transition activities, and greater levels of parenting support than parents of children in the other groups."



Applied Survey Research. (2011). *School Readiness in Alameda County 2010: Results of the Fall 2010 Assessment.*

**Basic Building Blocks of School Readiness**



**Rockin Robins Family Play Days**

Main Library, César Chávez, West Oakland, Eastmont and 81st Avenue

- Expanded storytimes followed by play time
- Workshops for parents with expert instructors (from "positive discipline" to "preschool hip hop")
- Take home tips and gifts to support activities at home



**Systemwide staff development**



- Children's librarians better informed of stages of child development, and applications in storytime and other programs.
- More staff aware of needs of children 0-5
- More staff contributing to storytime activities



**Storytimes offered**

|                                       | 2010                | 2012                            |
|---------------------------------------|---------------------|---------------------------------|
|                                       |                     | All storytimes offered weekly   |
| <b>Preschool</b><br>(3-5 yrs)         | 13<br>some biweekly | 13                              |
| <b>Toddlers</b><br>(18 mos to 3 yrs)  | 6<br>some biweekly  | 9<br>4 followed by "Playtime"   |
| <b>Babies</b><br>(birth to 18 months) | 0                   | 3<br>all followed by "Playtime" |
| <b>Families</b><br>(all ages)         | 3                   | 5<br>1 followed by "Playtime"   |

