ITEM NO. 25

STAFF REPORT

CITY OF OCEANSIDE

DATE: September 13, 2006

TO: Honorable Mayor and City Councilmembers

FROM: Library Department

SUBJECT: **APPROVAL OF LIBRARY BOARD OF TRUSTEES WORKPLAN FOR FY 2006-07**

SYNOPSIS

The Library Board of Trustees of the Oceanside Public Library has prepared a workplan of proposed activities for FY 2006-07 for consideration by the City Council. Staff and the Library Board of Trustees recommend approval of the Library Board of Trustees FY 2006-07 Workplan (Attachment).

BACKGROUND

All City Boards and Commissions prepare an annual or biennial workplan outlining goals and tasks to be accomplished.

ANALYSIS

The workplan focuses on objectives and tasks within the framework of *Vision 2020* and the Library's *Strategic Plan 2005-2010*. On July 24, 2006, the Library Board of Trustees adopted their annual workplan for FY 2006/07, as attached. On November 2, 2005, the City Council adopted the Library's *Strategic Plan 2005-2010.* This plan provides a vision and direction for development of library services for the next five years, and includes specific measurable goals and action items.

FISCAL IMPACT

There is no fiscal impact for the workplan beyond the staff cost to support the Board and related projects. Costs associated with implementation of elements of the Strategic Plan will be brought to Council as needed for authorization.

COMMISSION REPORT

The Library Board of Trustees unanimously adopted their annual workplan for FY 2006-07 on July 24, 2006.

CITY ATTORNEY'S ANALYSIS

City Attorney analysis does not apply.

RECOMMENDATION

Staff and the Library Board of Trustees recommend approval of the Library Board of Trustees FY 2006-07 Workplan.

PREPARED BY:

Deborah Polich
Library Director

SUBMITTED BY:

Barry E. Martin
Interim City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Assistant to the City Manager

Attachment: Library Board of Trustees FY 2006-07 Workplan

CITY OF OCEANSIDE
Library Board of Trustees
FY 2006-2007 Workplan

MISSION STATEMENT

The Library Board of Trustees works to support and promote the mission of the Oceanside Public Library: To serve the informational, educational, cultural, and recreational needs of our diverse community by facilitating literacy, lifelong learning, cultural enrichment, information equity and civic involvement in a welcoming, customer-focused environment.

COMPOSITION AND ROLE

In December 1904, the City of Oceanside's Library Board of Trustees was established by Oceanside Code Article VI with powers prescribed by the State of California Education Code. The role of the Trustees is to manage library operations and make rules and regulations regarding library hours, services and materials placed in the library. The Trustees set policy and give direction for library services in the City, review and approve the proposed library budget for submission to Council, monitor expenditures and authorize payments from the Library Fund. Library Trustees represent the community's interest and are important advocates for library services.

The Library Board is also responsible for ensuring that the library serves the needs of our diverse community. To that end, the Library Board of Trustees defends the principles of individual freedom to read, view and hear, and supports the Library Bill of Rights as adopted by the American Library Association.

STRUCTURE

There are five members of the Library Board of Trustees appointed by the Mayor with the consent of the City Council. Members serve at the pleasure of Council for three-year terms. Each January, the Library Board elects three officers: president, vice-president, and secretary. Additionally, Board members rotate responsibility to serve as liaison to the Friends of the Library.

Current Library Board of Trustees are:

Art Mandelbaum, President
Dr. Adrianne Hakes, Vice-President
Marie English, Secretary
Charlene Williamson, Trustee
Mary Jean Paxton, Trustee

The Library Board meets monthly on the fourth Monday of the month at 2:00 PM in a meeting room of the Civic Center Library or Mission Branch Library.

GENERAL GOALS AND TASKS

In accordance with Vision 2020, the Library Board of Trustees will work to promote the following city goals and objectives:

1. Assure a balanced program of library cultural arts activities, venues and programs for all ages.

2. Provide culturally diverse programs reflecting the Oceanside community such as Latino, African-American, Samoan, and Filipino programs, and the World Music concert series.

3. Encourage youth involvement in planning and execution of programming, through such groups such as the Teen Advisory Council, and youth volunteers.

4. Support lifelong learning through universal access to information for all residents.

5. Expand utilization of state-of-the-art technology.

6. Build partnerships and educational opportunities with community organizations, businesses, and other agencies.

7. Provide recreational enrichment and critical hours programming for youth.

SPECIFIC TASKS IN FY 2006-2007

Additionally, during FY 2006-2007, the Library Board of Trustees plans to discuss and complete the following projects and work tasks, as outlined in year two of the Library's Strategic Plan 2005-2010:

1. Oversee the process of conversion to a "Marketplace Model" to include self-checkout and renovation of existing facilities.

2. Review options for improved library service hours and approve a service plan to include opening the Mission Branch Library on Sunday.

3. Continue review of library policies and procedures to ensure a focus on the customer and on maintaining a user-friendly atmosphere in all service areas.

4. Plan inauguration of the new Bookmobile in Spring 2007.

5. Advise on new information technology projects scheduled for year two, including, but not limited to: implementation of the self-service public computer reservation system; website enhancements; and Early Learning Station installation.

6. Promote collaboration and partnership with Oceanside educators by implementing the *A+ Partners in Education* program to provide better service to teachers and support their education mission in preschool, elementary, middle and high schools throughout the city.

7. Continue to promote staff and community involvement in program development and expansion of services.

8. Continue to monitor the materials budget and priorities for collection development to ensure that community needs are being met.

9. Support the development of a new branch library at the El Corazon property and participate in planning activities.

10. Initiate and support a library needs assessment project to study community needs for library services and make recommendations for facility development.

11. Conduct an annual review of library accomplishments and progress within the Action Plan framework of the Strategic Plan 2005-2010.