PORTERVILLE LIBRARY

2011-2016

BUSINESS PLAN

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INTRODUCTION

For over 100 years the Porterville Public Library has provided a safe place for all members of the community to enter the doors of lifelong learning. The library prides itself on providing the diverse community with the support it needs for personal, educational, and professional purposes through access to a wide variety of resources. The Porterville Public Library reinforces the Six Pillars of Character Counts education that was adopted by City Council. The library is a gathering spot for youth, providing a safe environment free of gangs and drugs. In recent years, due to the economic downturn, the library has become the hot spot for affordable entertainment, necessary job searching, and technology access.

The Porterville Public Library serves a population of 52,960 with 20,504 registered borrowers at one Main library facility and one joint-use facility. During 2009-2010 the Main library circulated 239,021 materials, hosted 200,008 visits with 67,379 computer sessions, answered 3,015 reference questions, added 8,310 new materials, entertained and educated 15,979 children, and was open for 2,917 public hours.

Literacy Service Roles

- Early Literacy Services provide children from birth to age five, with programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.
- Elementary Literacy Services provide children in Kindergarten through Grade 6 with programs and services designed to support lifelong learning and improve their literacy skills in order to perform successfully in school.
- Young Adult Literacy Services provide youth middle school through high school, the support they need to improve their literacy skills in order to meet their personal and academic goals.
- Adult Literacy Services provide adults the support they need to reach their personal goals and fulfill their responsibilities as parents, citizens, and workers.
- Family Literacy Services provide families the support they need to improve their dynamics in the home to foster a love of reading and lifelong learning.

The public library is a vital institution in the United States. Libraries are where everyone can go to learn, to get information, to be entertained, and become a contributing member of society.

EXECUTIVE SUMMARY

City Council directed the Library Board of Trustees to develop a five year Library Business Plan. The purpose of the plan is to identify current and future library services and strategies to sustain and implement.

In August, staff began collecting statistics on the current levels of services and associated cost as to identify the community return on investment. The statistics also recognized the various funding sources in place to support library literacy operations, personnel, and capital outlay. At the September 14, 2010 meeting the Board adopted the framework and service concepts of the business plan. The adopted framework does not reflect the financial needs of service concepts. A financial strategy of funding sources has been outlined to identify where the funds would come from to support existing and new service concepts. A more specific financial plan will begin to take shape when the business plan is adopted by utilizing information from the budget forecast and allowing staff adequate time to further research program development of new service concepts and associated costs.

The Library Business Plan creates an opportunity to further enhance existing services and implement new services through innovative partnerships and reorganized funding. The plan provides strategies to effectively deliver services through planning, marketing, implementation and evaluation. The plan supports the Library's Vision and Mission Statements.

New Library Service Concepts

- Art Literacy – provides skill building in language arts
- Club A.C.E.S. (Access CAHSEE Excel Students) – provides access to high school exit exam tools for student achievement.
- Mobile Library Learning Center – provides a visible vehicle for community outreach and delivery of services.
- Job P.L.U.S. (Porterville Literacy Unemployment Support) – provides skill building opportunities to assist the unemployed community.
- English Language and Literacy Intensive – provides expansion of existing program
- Family Place Library – provides education and activities in a family oriented environment.

During this process, the Library Board of Trustees has been asked to consider redefining their roles and responsibilities as outlined in the City Ordinance. The intent is to develop a community image of this advisory body that better illustrates an emphasis on community literacy.

VISION & MISSION

The Porterville Public Library will be integral to the City's intellectual and cultural life. The library will provide free and equal access to information, knowledge, and ideas; promote personal enrichment and lifelong learning; encourage a love of reading in all age groups; and foster educational programs and partnerships. The library will ensure quality service through positive patron connections and an inviting environment.

The mission of the Porterville Public Library is to be a visible learning center by providing literacy materials and services for all ages throughout our community for personal enrichment, the power of information, and the joy of reading.

ASSESSMENTS

The ultimate library goal is to create lifelong learners who possess self-knowledge, understanding and wisdom, and who lead productive, fulfilled lives in the Porterville community. The Library Board of Trustees and staff respectfully in light of the above statement adopted the Committee Analysis of Community Strengths, Weaknesses, Opportunities, Threats from the 2009 Facilities and Space Needs Assessment[1], reviewed the five primary service roles[2], space reorganization project of the second level to create a computer commons area and Literacy Learning Center[3], and collection development policy[4], as the primary tools for guidance in the development of the Library business plan.

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[1] Appendix A – S.W.O.T Chart
[2] Appendix B- Primary Service Roles Description
[3] Appendix C – Map of second level reorganization of space
[4] Appendix D- Collection Development Policy

DESCRIPTION OF THE SERVICE CONCEPT(S)

Current Programs

Lapsit
Reading books to infants' birth to age 2 fosters a love of reading while the time spent with the parent as the first teacher promotes a positive learning experience. Staff read aloud as parents enjoy spending quality time with their children and books. Educational games, songs and puppetry are added to enhance the program.

Story time
Staff read aloud entertaining stories and use interactive songs to engage the children in activities that promote early learning skills. Story Times end with a pre-school craft to develop their eye hand coordination and prepare children for kindergarten.

Spanish Story time
Spanish Story Time is geared for Spanish speaking children, but anyone who wants to learn or practice their Spanish is welcome. Spanish books will be read along with Spanish children's songs.

English Language and Literacy Intensive (ELLI)
The English Language and Literacy Intensive (ELLI) program helps promote a love for reading and improves the student's literacy skills in the English language through activities in reading, writing and speaking. The ELLI program consists of reading children's books, educational games and singing songs in English. The children receive help with homework in Spanish and in English.

Reading Incentive
Programs throughout the year promote reading and lifelong learning for children, young adults, and adults. All programs are themed, require a reading log, and have a prize incentive component.

Read to Succeed
Read to Succeed Adult Literacy program provides confidential instruction for adult learners ages 16 years and older who desire to improve their reading and writing skills.

ESL Conversation Circle
The Adult Literacy Center offers English as a Second Language program for non-English speaking adults. A conversation group with two to six students who practice their English language communication skills by using a variety of conversation flash cards, interactive games and other oral fluency materials that

help build their vocabulary, phrasing and expressions through meaning-based activities.

<u>Computer Skill Building</u>
Staff guides participants through a series of skill building exercises and lesson plans on a variety of computer related activities, such as, but not limited to: Microsoft Word, Excel, PowerPoint programs; Surfing the Internet safely; Learning how to use email services; Buying and Selling online; Basic computer skills and more.

Current Services

<u>Technology Resources & Access</u>
- Early Literacy Stations
  - The Early Literacy Station™ (ELS) is the first in a series of educational solutions for children ages 2 through 10. The ELS is specialized computer. It includes more than forty-five educational software packages, top rated by Children's Technology Review.
- Public Computers
  - 22 computer stations for use by the public. Internet ready computers have preinstalled Microsoft Office Suites for all students, professional and personal needs. Use a Word template to write your resume, use PowerPoint to complete your school project, use Excel to create your financial portfolio or apply for a job online.
- HelpNow!
  - Brainfuse provides live, one-to-one tutoring over the Internet. Students in grades 3-college receive instant access to carefully-selected tutors for various subjects including math, science, language arts and test preparation. Brainfuse works closely with institutions to customize learning solutions and raise the performance of students. Professional tutors provide assistance in English or Spanish.
- Learning Express
  - Learning Express Library provides a completely interactive online learning platform of practice tests and tutorial course series designed to help patrons, students, and adult learners succeed on the academic or licensing tests they must pass. You'll get immediate scoring, complete answer explanations, and an individualized analysis of your results.

  - Job & Career Accelerator, a component of the Learning Express Library, combines everything you need for a successful job search into one easy-to-use online application. With this innovative job-hunting system you can explore detailed information on over 1,000

different occupations, create professional resumes and cover letters, practice and master interviewing skills, and match your interests and skills with the career that's best for you.

- o Ancestry
    - This is an online source for genealogical and historical research. This database provides records from the US Census; military records; court, land and probate records; vital and church records; directories; petitions for naturalization; passenger lists and more.
- o Infotrac
    - A one-stop source for news and periodical articles on a wide range of topics: business, computers, current events, economics, education, environmental issues, health care, hobbies, humanities, law, literature and art, politics, science, social science, sports, technology, and many general interest topics. Millions of full-text articles, many with images. Updated daily.
- o NewsBank
    - NewsBank provides full-text articles from the electronic editions of record for more than 600 U.S. newspapers - all in one easy-to-search database. Search and find articles in the Porterville Recorder, *Visalia Times-Delta*, *Fresno Bee*, and 90+ other California newspapers, and more from the rest of the US.
- o Chilton Auto Repair
    - Do-it-yourself repair information for domestic and foreign cars and trucks, 1940's to current year. Chilton has been helping people like you maintain cars and trucks for more than 80 years. ChiltonLibrary provides exclusive photographs, diagnostics designed by instructors, step-by-step repair procedures, Original Equipment Manufacturer (OEM) maintenance schedules, wiring diagrams, recalls and Technical Service Bulletins (TSBs) for automobiles and light trucks in one easy-to-use web site.

Collection Development

The library's primary collection priority is to support its mission and the roles it serves in the community specifically the act of building a reasonably connected selection of appropriate items in various formats intended to serve an easily identifiable body of users. Simply stated, the successful collection development process puts the perfect piece of information, in the right format, into the hands of the right person at just the precise time he or she needs it.

Reference Assistance

The library facilitates the diverse reference needs of our community. Including but not limit to the following: tax forms, voter registration, medical, legal,

financial, employment, social issues, historical, City government, Tulare County, State, Country, consumer, vehicle repair, business and residential directories, obituary request, science fair projects, animal care, California Mission projects, Native American, first aid, environmental, current events, and religious.

School Library Tours

The library provides informational literacy tours to the students of Porterville every school year. Teachers organize class visits to our facility to learn and explore what services and resources the library has to offer. Staff explains how to obtain a library card, the hours of operation, the various resources available in print and online, and concludes with a read-a-loud story. Students also receive an activity booklet about the library. *As request, tours our provided to other community groups.

Test Proctoring

This service is provided to members of our community who are required by their academic intuition to have a test proctored at a public library.

Accelerated Reader

The library houses accelerated reader lists provided by the school libraries in our community. Our children's collection reflects special labeling based on grade reading levels provided on the Accelerated Reader list to help our library patrons with material selections.

Patron Request for Materials

San Joaquin Valley Library System membership allows our patron's access to over 3 million library materials from Merced County to Kern County. These are library materials, or copies of the materials, provided to or received from one jurisdiction to another upon request.

Parent and Newborn Early Literacy Outreach

The library provides the hospital with a brochure/flyer for every newborn. The brochure/flyer "Babies Love Books, Parents Love Library" includes a redeemable coupon for a soft cover book for newborns and infants through 12 months. Parents who participate in the early literacy outreach program will be invited to attend a library orientation.

New programs and services

English Language and Literacy Intensive K-1

> Expansion opportunity for this grant funded project which currently serves 40 at-risk students annually at Santa Fe Elementary.

Art Literacy

> During summer break at-risk students grade 4 through grade 12 will achieve continued skill building in language arts through various art mediums.

Club A.C.E. S. (Access CAHSEE Excel Students)

> Program is focused on a referral process were the library can provide access to technology and staff resources to facilitate school students who are at-risk of not passing the California High School Exit Examination (CAHSEE) through access of the software program Odyssey Ware currently available through the Butterfield Charter High School.

Mobile Library Learning Center

> The mobile learning center will provide on-site storytelling, arts literacy, interactive/movement activities, safety and gang prevention education, and other lifelong learning opportunity for children and parents.

Job P.L.U.S. (Porterville Literacy Unemployment Support)

> Adult Literacy program that will provide monthly workshops on skill building in technology, language, writing, application process, interview techniques, and research on specific career fields.

Family Place Library

> Provide on-site seminars on parenting, early child development, nutrition, reading programs, and other family oriented events including gang prevention and public safety education. Design a comfortable and educationally stimulating environment that all families want to visit.

<u>Non-Literacy Programs & Services</u>

<u>Technology</u>

Establish the necessary electrical infrastructure to achieve the reorganization of space on the second level which creates a computers commons area and Literacy Learning Center. Develop a community "hot spot" by implementing Wi-Fi.

<u>Facility</u>

Establish the necessary reorganization of space and modify/renovate interior/exterior esthetics to achieve the presence of a comfortable and safe place that is gang and drug free, a place the community gravitates towards, with exploration of utilizing outdoor space.

<u>Staff</u>

Establish necessary reorganization of staffing by taking full advantage of the current full-time vacancies to maintain program development and implementation. Build a core competency program from library best practices that supports lifelong learning opportunities for staff development.

<u>Community Partnerships</u>

Establish sustainable community partnership and explore opportunities for contracted staffing to support service concepts.

<u>Volunteer Program</u>

Establish a sustainable volunteer program that supports service concepts and various organizational needs.

OBJECTIVES

Library Services Goal

The Library Division deploys the Library's mission and vision by planning, coordinating, implementing, and evaluating the provision of the following services to the public: technology access, collections, reference, services to children, young adults, and adults, outreach and programs for all ages. The Library Division provides these services in a timely and cost-effective manner at the Main library and the Margaret J. Slattery Children's Library.
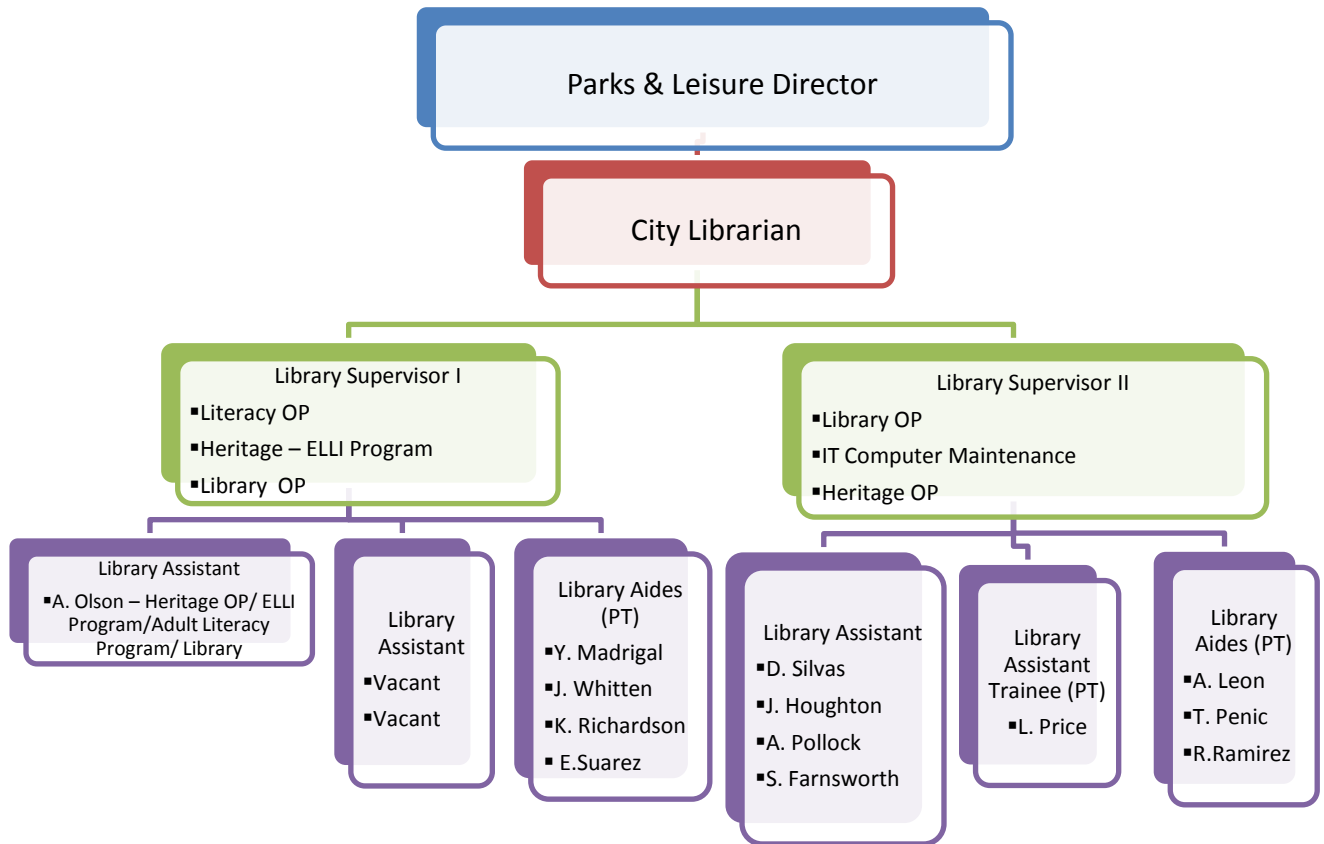
Library Services Objectives

- Develop and enhance existing and new literacy services through staff and community experts.
- Provide programs to promote library use and to educate the public through staff and community partnerships.
- Evaluate, maintain, and develop library collections according to patron usage and established collection development policy.
- Train staff in technology, reference, and customer service methods and techniques through seminars, email, webcast, best practices, and in-house trainers.
- Provide physical space that creates a safe and inviting environment through displays, furnishings, interior/exterior esthetics, and accessibility.
- Promote the collections, resources, and services offered to the diverse community through aggressive marketing tactics.
- Provide a survey instrument to collect user data through direct contact, on-line, and off-site.

Performance Indicators

- Number of library visits
- Number of new accounts
- Number of programs offered
- Number of participants
- Number of circulation
- Number of computer sessions
- Number of reference questions
- Library survey results

ORGANIZATIONAL STRATEGY

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                    │   Parks & Leisure Director  │
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                       │     City Librarian    │
                       └───────────┬───────────┘
              ┌────────────────────┴────────────────────┐
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Library Supervisor I
- Literacy OP
- Heritage – ELLI Program
- Library OP

Library Supervisor II
- Library OP
- IT Computer Maintenance
- Heritage OP

Library Assistant
- A. Olson – Heritage OP/ ELLI Program/Adult Literacy Program/ Library

Library Assistant
- Vacant
- Vacant

Library Aides (PT)
- Y. Madrigal
- J. Whitten
- K. Richardson
- E.Suarez

Library Assistant
- D. Silvas
- J. Houghton
- A. Pollock
- S. Farnsworth

Library Assistant Trainee (PT)
- L. Price

Library Aides (PT)
- A. Leon
- T. Penic
- R.Ramirez

The library has operated under the above organizational structure for some time. This structure has allowed growth and expansion of services on a limited basis over the years, sufficiently kept up with demand of services, and maintained an acceptable workflow. One recognizable deficiency in this current structure is program development and implementation. For example, one library assistant does all of the children's programming at the Main Library year round. This library assistant also does collection development and frontline desk duties. The library assistant has developed and implemented many successful programs over the years, evident by new and returning participants and positive patron feedback. Currently, an opportunity to reorganize exists through the two library assistant vacancies. The library division would like to achieve a structure that allows for a position(s) that reflects a specialist/coordinator of library programs, marketing, and other specialized areas of library service.

<u>Key strategies</u>

In an effort to achieve the maximum benefit to the Porterville community with the delivery of library services the organizational strategy is to develop the staffing infrastructure, provide adequate physical space and electrical capacity, and provide resources that will support current and future library programs and services.

<u>Action steps</u>

1) Develop a staff infrastructure to facilitate current and future library programs and services.
    a. Identify gaps in current staff structure.
        i. Create position(s) accordingly to specified need.
        ii. Recruit for individuals who understand and can demonstrate by example support of services through the Library's mission and vision.
    b. Examine workflow.
        i. Capture workflow data annually.
        ii. Maintain effective work schedules.
    c. Evaluate demand on services.
        i. Examine the impact on service delivery.
        ii. Create ideal staffing levels.

2) Develop a facility plan to facilitate current and future needs.
    a. Examine collection space.
        i. Review weeding schedule annually.
        ii. Reconfigure collection space for optimal access.
    b. Plan for technology support.
        i. Create a smart wired plan to support the future needs of technology.
        ii. Upgrade the electrical capacity to support the future needs.
    c. Plan for building enhancement.
        i. Create a program for furniture replacement, carpet and painting.
        ii. Create a program for interior/exterior modifications.

3) Develop a library plan of service.
    a. Design plan to assure that all activities are consistent with the Vision and Mission statements for the Library.
        i. Defines how service concepts meet the vision and mission of the Library.
        ii. Collect patron data as an evaluation tool of activities.

b. Identify patron expectation of services.
   i. Define literacy roles and outline services and programs that support specified groups.
   ii. Identify gaps in services, programs, and resources by utilizing patron data.
c. Design effective methods for resources delivery.
   i. Create a program to support off-site delivery of resources.
   ii. Create a program to assist patrons on self-service kiosk.

MARKETING STRATEGY

Goal

To create and implement a public awareness campaign that targets non-library users and brings back alienated patrons. Once implemented the awareness campaign will approximately result in a 25% increase in usage of library services and programs by 2012.

Objectives

The library has determined that the following objectives will achieve the desired results of changing the attitudes of non-library users and alienated patrons and increase the target audience awareness of library services and programs.

- To create a community identity of the library.
- To aggressively pursue media and social networking exposure.
- To evaluate the Library's current publications and communication platform.
- To train staff on marketing messages and library identity.

Strategies and tactics

Strategy: Community Identity

Tactics: The Community Identity will communicate the benefits and value of the library.

- Create a brand, logo, and message that are recognizable and generated from the community. Implement a community contest.
- Distribute and canvas the community with logo and message through publicity and commercials.
- Increase awareness of community identity by utilizing social networking such as Facebook, twitter, and MySpace.

Strategy: Production of Information

Tactics: The production of quality flyers, posters, brochures, and website will communicate a branded message of services and programs.

- Develop effective flyer and poster formats that are consistently recognizable.

- Create library brochure of programs and services and distribute to local schools, retirement facilities, local business, and Chamber of Commerce.
- Maintain an active and influential website presence and through social networking services for convenient access.

Strategy: Deployment of New Services

Tactics: The utilization of all strategies listed above will be necessary to achieve maximum community awareness of new programs.

- Develop individual marketing plans.
- Distribute informational packets to target audience.
- Create commercials and broadcast through social networking.
- Create feature articles of new service.

EVALUATION

To ensure that the five year business plan is an effective mechanism for delivery of library services, an annual report will be generated by staff.

To ensure that new library service concepts are effective, data will be gathered through individual program evaluation.

To maintain accessible and sustainable collections, programs and services that anticipate and meet community need, demand and expectation, staff will implement customer satisfaction survey annually and capture usage data.

To ensure that the maintenance and future facility modification projects, staff will implement a customer satisfaction survey annually.

To ensure that the library division is effectively meeting budget targets regarding community return on investment, staff will collect budget data and patron usage data.

To maintain the fostering of lifelong learning for the community, library employees will participate in annual training opportunities for professional growth and development that will be tracked by supervisors and accounted for in performance reviews.

To ensure that programs and services uphold the Library's mission and vision, the Library Board of Trustees will generate an annual endorsement of programs and services.

FINANCIAL STRATEGY

The Parks & Leisure Services Department, Library Division fiscal year 2009-2010 budget that support all library literacy operations, personnel, and capital outlay came from the following funding sources: General Fund, Public Library Funds (PLF), California Library Literacy Service (CLLS) & English Language and Literacy Intensive (ELLI) Grant, Out of School Time (OST) Grant, and Measure H. The funding sources budgeted for FY 2009-2010 total $1,090,646. If the Library Division expended all funding budgeted for FY 2009-2010 the cost of operating the library per open hour to the public would equate to $373.89.

The current financial climate for the City is sensitive and funding sources for FY 2010-2011 are not the starting point of the business plan due to budget programming already in place and pending reductions for City wide savings. However, the situation creates opportunity for Staff to focus on innovative strategies for achieving a successful and efficient delivery model for existing and new library programs and services that will be supported through limitations of future budgets.

The future funding forecast for the library is projected for FY 2011- 2016[5].

FY 2011-12

- General Fund $640,501
- Measure H $375,000
- Public Library Funds $ 19,904
- California Literacy Grant $ 26,793

FY 2012-13

- General Fund $646,906
- Measure H $378,750
- Public Library Funds $ 20,103
- California Literacy Grant $ 27,061

FY 2013-14

- General Fund $653,375
- Measure H $382,500
- Public Library Funds $ 20,304
- California Literacy Grant $ 27,332

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[5] General Fund projections were derived by taking 2010-2011 and adding an increase of 1%. Measure H projections were provided by Maria Bemis, Finance Director. Public Library Funds average of funding received 2006-2010 and adding an increase of 1%. California Literacy Grant of funding received 2008-2010 and adding an increase of 1%

FY 2014-15

- General Fund $659,909
- Measure H $386,500
- Public Library Funds $ 20,507
- California Literacy Grant $ 27,605

FY 2015-16

- General Fund $666,508
- Measure H $390,000
- Public Library Funds $ 21,014
- California Literacy Grant $ 27,881

To accomplish the service concepts outlined in the business plan staff will explore additional funding sources to support new services. For example, the Library Services and Technology Act (LSTA) federal grant program administered in California by the State Librarian. In addition, staff will seek opportunities to reorganize current Public Library Funds and California Literacy Grant to accomplish the same.

Pending adoption of the business plan staff will begin work on program development of new services, organize appropriate partnerships accordingly, and program the budget with a feasible timeline to achieve successful implementation of new services. Staff anticipates that cost savings will be generated from partnerships with Imagine Community Arts Center, Porterville Unified School Districts Pathway Interns, Friends of the Porterville Library, and Butterfield Charter High School.

APPENDIX - A

SWOT Analysis Table

COMMITTEE ANALYSIS OF COMMUNITY STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS
IN RELATIONSHIP TO THE COMMUNITY VISION

Strengths

Youth focus in the community (lots of resources are allocated to youth and community spends a lot of energy on youth.)
Close sense of community: cohesiveness
Community events and planned activities, strong community spirit
Good networking because people know each other
Strong church and family units
Government is accessible
Good work ethic in the community
Citizens unit behind projects
Families turn out and get involved
Lots of community involvement and participation
Some large employers are an asset and involved community partners

Opportunities

Lake Success
2010 Census is an opportunity to get our population count right
Central location in the state between LA and SF bay area
Stable housing prices
Cheaper to live here
Youthful community: lots of energy to be harnessed
Economic downturn forces all to take stock/refresh priorities
Room to grow
Technology to offer virtual access to things that have been difficult to attain: education, possibly jobs (telecommute)
Widening Highway 65 would attract jobs, strengthen the economy
The Sequoia National Forest: we are the headquarters: tourism, training venue for fire suppression, e.g. Magnet for visitors and businesses to serve worldwide visitors.

Weaknesses/Challenges

Our local economy: esp. low wages and Loss of retail
The large number of youth places high demand on resources
Tendency to expect government to solve our problems
Economic and social gap within the community
Some residents get involved while others do not (e.g. Hispanic population involved in Cinco de Mayo but not Barn Theater productions) This may be a function of cost vs. resources and lack of understanding among some segments that some resources are for them.
Popular culture is creating isolation and lack of engagement in community activities
Lack of adult activities, e.g. sports, arts and crafts
Preparing students for the workforce tends to lead them away from the community because we don't have jobs for them
We don't promote our city to its fullest advantage (e.g. it's cheaper to live here than elsewhere in the central valley.

Threats

Economic competition from other communities other cities are marketing themselves better
Bad air
No retail
Major transportation routes bypass our town or are inadequate
The economic downturn
Educated kids leave town for better opportunities
2010 Census could hurt us if undercounted
Lack of available water supply for agriculture and agri-business

Learn to Read and Write

Adult, Teen, and Family Literacy

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

Suggested Target Audiences
- adults
- teens

Typical Services and Programs in Libraries That Select This As a Priority
- Provide self-guided programs that use books and media to help adults and teens reach their personal literacy goals.
- Provide self-guided programs that use books and media to help adults and teens with limited English skills become proficient in English.
- Provide private space for tutors to work one-on-one with literacy students.
- Recruit, train, and schedule tutors to work one-on-one with literacy students.
- Provide literacy classes.
- Provide small-group literacy training.
- Provide free children's books to parents enrolled in adult or family literacy classes.
- Provide programs to tutor learners preparing to take the GED test.
- Establish a literacy helpline and provide referral services for persons looking for literacy services.
- Provide deposit collections of materials for new readers to organizations that tutor literacy students.
- Collaborate with all organizations that provide literacy services in the community or county to promote and publicize literacy services.

Potential Partners
- adult education department of the school district
- churches, mosques, and synagogues
- community colleges
- literacy council
- Literacy Volunteers of America
- private literacy providers

- United Way

Create Young Readers

Early Literacy

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Suggested Target Audiences
- children from birth to five
- parents, caregivers, and service providers who work with children ages newborn to five

Typical Services and Programs in Libraries That Select This As a Priority
- Present regularly scheduled story programs divided by age of intended audience.
- Include interactive components, such as singing, puppets, and so on, in story programs.
- Present story programs in off-site locations, such as day care centers, parks, hospitals, and so on.
- Sponsor a Born to Read program.
- Participate in Dolly Parton's Imagination Library program (www.imaginationlibrary.com).
- Include a Read-to-Me component in the summer reading program, and other reading programs, with incentives for parents and caregivers and the children.
- Plan and present puppet shows.
- Develop theme packets that include books, tapes, toys, software, and games for parents and caregivers to use with their children.
- Provide books-to-go bags, each with a collection of related materials (concept books, bilingual reading kits, picture books about animals, and so on).
- Participate in blogs for new parents.
- Provide computers with appropriate programs for preschool children.
- Provide access to online e-books for preschool children.
- Provide classes, such as those outlined in Every Child Ready to Read @ your library®, on early literacy for parents and caregivers.
- Produce podcasts or videocasts on early literacy for parents and caregivers.

Potential Partners
- community colleges that offer courses for preschool providers
- day care providers
- Head Start operators
- hospitals
- new parent groups
- pediatricians
- social service agencies

Satisfy Curiosity

Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Suggested Target Audiences
- seniors
- adults
- teens
- children

Typical Services and Programs in Libraries That Select This As a Priority
- Provide programs on a variety of topics of interest to various age groups in the community (cooking, quilting, Civil War, travel, animation, dinosaurs, and so on).
- Work with local organizations to co-sponsor demonstrations on topics of interest to various age groups.
- Display items created by local residents or items from personal collections.
- Mount rotating exhibits from museums and organizations, such as local museums, National Endowment for the Humanities, Library of Congress, and National Aeronautics and Space Administration, and so on.
- Provide access to adult education courses through distance learning or video-on-demand.
- Develop and maintain a "Satisfy Your Curiosity" Web page with links to topics of interest to various age groups in the community.
- Sponsor Let's Talk about It programs.
- Collaborate with the local Humanities council to present programs.
- Create and support wikis or blogs in areas of special interest to local residents.
- Develop electronic pathfinders to help people find information on topics of interest to them.

Potential Partners
- clubs and organizations
- community colleges and universities
- county extension service
- humanities council
- Library of Congress
- museums
- National Aeronautics and Space Administration
- National Endowment for the Humanities
- parks and recreation department
- senior centers
- teen centers

Visit a Comfortable Place

Physical and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Suggested Target Audiences
- adults
- teens
- children
- local organizations and clubs

Typical Services and Programs in Libraries That Select This As a Priority
- Provide meeting rooms for public use.
- Provide comfortable seating throughout the library.
- Provide a café for the public.
- Provide a gallery or exhibit space.
- Provide performance space.
- Provide a wide range of electronic gaming opportunities
- Develop and maintain a library events Web page.
- Provide a variety of blogs, wikis, and other opportunities for social networking.

Potential Partners
- city or county departments
- clubs and organizations

Connect to the Online World

Public Internet Access

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.
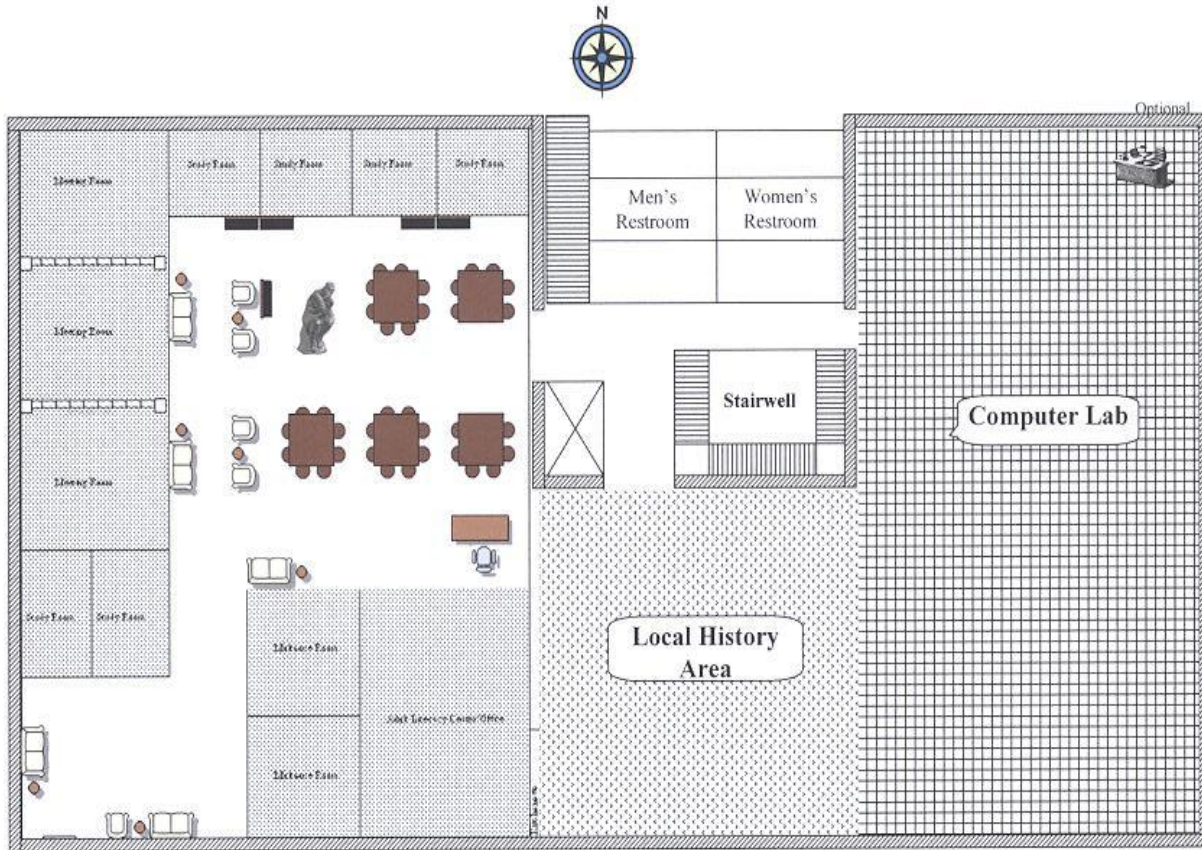
Suggested Target Audiences
- adults
- teens
- children

Typical Services and Programs in Libraries That Select This As a Priority
- provide public access computers and printers
- provide high speed access to the Internet
- provide wireless access to the Internet

APPENDIX - C

Proposed Library Floor Plan – 2nd Floor, Option #1

Alternative 1- Modification limited to the Second Floor:

The second floor would be altered to accommodate an Adult Literacy & Learning Center/multipurpose area, local history area, and computer lab. This alternative includes new furnishings in the Computer Lab, small study rooms, and study area. The selection of this alternative creates limitations to the original vision and the following concessions would need to be considered.

- The staff workspace would need to be integrated into the designated space of the (3) larger meeting rooms
- The City Librarian's office would need to be integrated into the Adult Literacy office options
- Community Room space options would be limited to common multipurpose area
- The current restrooms would remain as the only building accommodations

The cost estimate for Alternative 1 is $265,125.

APPENDIX - D

PORTERVILLE PUBLIC LIBRARY COLLECTION DEVELOPMENT POLICY

MISSION STATEMENT

The mission of the Porterville Public Library is to be a visible learning center by providing literacy materials and services to all ages throughout our community for personal enrichment, the power of information, and the joy of reading.

PURPOSE OF COLLECTION DEVELOPMENT POLICY

The collection development policy is intended to provide guidance, within budgetary and space limitations, for the selection and evaluation of materials which anticipate and meet the needs of the Porterville community. The Library serves a diverse population possessing an unlimited range of interests and tastes but the Library has limited means and must make choices to serve all said interests. Therefore, the Library partners with other libraries through the San Joaquin Valley Library System in order to expand its capacity to make more information and materials available to citizens than would otherwise be possible.

As our community changes, the library will need to reassess and adapt its collection to reflect new and differing areas of interest and concern. The collection development policy will be periodically evaluated and revised as necessary to provide guidance for implementing changes in the collection.

Basic to this policy is the **Library Bill of Rights** and the **Freedom to Read Statement** as adopted by the American Library Association. Final responsibility for materials selection lies with the City Librarian who delegates to the staff selectors the authority to make selections of various collections. The Library seeks to meet the needs of the community, recognizing that some materials may be controversial. It is the responsibility of the individual library users to choose materials, which suit his or her tastes and needs.

THE COMMUNITY

Incorporated in 1902, Porterville is located in the most diversified agricultural area in the world. Agriculture is the number one industry, with light manufacturing industry compatible with agriculture adding balance to the economy. With the City's advantageous location between Northern and Southern California, the City has also become a desirable location for shopping and warehousing business. Porterville remains a fast-growing community, with its strategic central location.

Collection Priorities and Objectives

The Library's primary collection priority is to support its mission and the roles it serves in the community specifically include:

- To provide popular and factual materials, reference tools, materials that assist in lifelong learning. Materials will be purchased in multiple formats and continue to reflect the diversity of the community served.
- To defend the Library's commitment to the protection of every person's freedom to read, establish a balanced collection that reflects many aspects of our society and not to avoid acquiring materials that some may find controversial.
- To continue the Library tradition of meeting new demands with thoughtful innovations that respectfully builds on achievements.

Responsibility for Selections

The Authority and responsibility for the selection of library materials rests ultimately with the City Librarian. Under his/her direction, selection is delegated to the professional library staff. All staff members and the general public are encouraged to recommend materials for consideration.

Basic Selection Principles

Selectors use their training, knowledge, and expertise along with following standard criteria to select materials. All materials, whether purchased or donated, are considered in terms of the criteria listed below. An item need not meet all of these standards in order to be added to the collection.

- Relevance to current and anticipated community needs
- Popular interest
- Contemporary significance or permanent value
- Currency of information
- Accuracy
- Local emphasis
- Readability or ability to sustain interest
- Treatment of subject to age of intended audience
- Reputation of author, publisher, producer or illustrator
- Creative, literacy or technical quality
- Critical assessment in a variety of journals
- Format and ease of use
- Circulation as monitored through the automated system
- Cost and availability
- Relationship to existing materials in collection
- Relationship to materials in other area libraries

Selectors decide how many copies to purchase based on anticipated demand, the interests of library users, physical space available in branches and total cost of materials. The Library recognizes that users have differing abilities and backgrounds and thus provides materials on varying levels of difficulty and scholarship. The library does not attempt to be an historical repository of all materials, which have contributed to the development of various fields of interest. The Library does not serve as an archive for the City of Porterville or any organization. It maintains a selective, not complete, collection of materials, which document local history. Some of those materials are featured in the Porterville Public Library Collection.

Intellectual Freedom

As the Library meets its mission it is expected that some of the materials acquired will be controversial, not suiting everyone's taste, interest or code of ethics. The Library does not select its materials based on anticipated approval or disapproval. It considers the merits of the works and the need for the material in its collection. Users are free to choose what they like from the collection, to reject what they do not like, but not to restrict the freedom of others to read what they desire. Selection of materials for adults is not inhibited by the possibility that such materials are accessible to children. Moreover, the responsibility for children's use of library resources rests with their parents or legal guardians who are free to guide their children according to their particular family values.

Library selectors make a concerted effort to present various points of view on controversial subjects and to have a balanced collection. The fact that an item is included in the collection does not mean that the Library endorses any theory or statement contained in it.

The Library may include proselytizing works representing political, economic, moral, religious, or other vested positions when they meet the selection criteria and the needs of the collection.

The Library does not remove, restrict, or withdraw materials solely because an individual group regards them as discriminatory or inflammatory.

The Library does not label materials to indicate approval or disapproval of the content philosophy of the author, nor does it expurgate any materials in the collection. Access to materials is restricted only to ensure they are available to all. For example, materials may be designated reference to insure a copy is always available.

Suggestions for Purchase

The Library strongly encourages input from the Porterville community concerning the collection. A suggestion for purchase procedure enables Porterville citizens to request that a particular item or subject be purchased by the library. All suggestions for purchase are subject to the same selection criteria as other materials and are not automatically added to the collection. It is the library's intent that suggestions for purchase be used to help the library in developing collections, which serve the interests and needs of the community.

Gifts

The Library welcomes gifts of materials, with the understanding that the same standards of selection are applied to gifts as to materials purchased for the collection. If gifts are accepted, they will be accepted without commitment as to their final disposition and with the understanding that they may not necessarily be added to the collection. The library may choose not to accept some gifts. All gifts that are not added into the collection will be given to the Friends of the Porterville Library Organization for book sales.

Perspective donors should contact the library to discuss appropriate donations and procedures before dropping off gifts. A general guideline is that materials should be less than three years old. All materials should be in good condition. The library will give a donor acknowledgement of receipt, which may be used for income tax purposes, stating the number and type of materials donated. The library does not assign a value to the materials. It is the donor's responsibility to determine the value of the donated materials.

Monetary gifts to the collection are welcome and may be designated as memorials. Donations of money designated for the periodicals and newspaper collection are accepted in lieu of actual subscriptions. These contributions offset the high cost of periodical subscriptions and maintain the continuity of subscriptions from year to year. Donors of the funds may suggest subjects or titles to be acquired with their donation, but the library reserves the right of final decision.

The Collection

Adult Collection

Fiction-The library's collection includes a wide variety of contemporary works of fictions representing all genres, international works of fiction, classics, and important novels of the past. The library makes every effort to acquire works of fiction that are representative of the cultural and ethnic community served. In addition, the library strives to satisfy the diverse interests and recreational needs of its users.

Non-Fiction- The library aims at acquiring materials that provide a core of basic knowledge. In addition, the library selects, makes accessible, and promotes the use of materials which:

- address contemporary issues
- provide self-help information
- facilitate continuing education
- enhance job-related knowledge and skills
- increase knowledge of affairs of the community, the country, and the world
- support business, cultural, recreational and civic interests in the community
- nourish intellectual, aesthetic, creative and spiritual growth
- present different viewpoints on social issues

Reference Collection

The library maintains a reference collection, which is used to answer questions and serve the informational needs of library users. Reference sources are characterized by their ability to provide information and to summarize, condense, or give a comprehensive overview of a topic. They remain in the library to be readily available to all citizens. Selection criteria of particular importance for reference sources include accuracy, arrangement, ease-of-use, uniqueness of information, authority, documentation, and indexing.

Reference sources are consulted for specific items of information rather than to be read consecutively and include bibliographies, indexes, directories, dictionaries, catalogs, yearbooks and annuals, statistical compendia, atlases and gazetteers, biographical dictionaries, and almanacs. Reference sources that describe, condense, and summarize information include encyclopedias, histories, handbooks, abstracts, and special reports with difficult to find information.

The reference collection at the library contains standard works in areas of general reference, the humanities, social sciences, physical and biological sciences, and technology, history, and area studies. It maintains in-depth collections in business and economics, art, Porterville and California related information. The collection also includes rare or difficult to replace books in these areas of specialization.

Children's Collection

To encourage lifelong reading habits, the children's collection provides materials in a variety of formats to satisfy and stimulate the informational, educational, cultural needs of the children of Porterville from infancy through grade eight. The materials are selected with regard to the stages of emotional and intellectual maturity of children. The collection also provides adults with materials that relate to the well-being of children, enrich preschool and school curriculums, and aid in the study of children's literature. In addition, the library maintains a Children's collection at the Margaret J. Slattery Children's Library (Heritage Library), which includes various materials in Spanish emphasizing collections for kindergarten through sixth grade.

Young Adult Collection

This collection supports the lifelong reading habits of patron's age 13 to 18 years. It is a transitional collection for the reader moving from the children's collection to the adult collection. The type of materials selected differs significantly because of the social, emotional, and intellectual maturity required to read them. Materials collected include fiction and paperbacks with a selection of topical non-fiction and hardcover books. While materials of overall good literary quality are included in this collection, popular titles and themes of contemporary interest to the target age groups are stressed.

Electronic Databases

Online-computerized databases extend the collection by providing timely and versatile access to information in electronic format. Library staff uses various databases to enhance and supplement reference service. Many of the databases contain specialized information beyond the scope of the library's print collection and others have information that does not exist in print format. Some databases duplicate print sources, which are carefully evaluated for retention with consideration to cost, frequency of use, and ease of access to library users. Databases supplied by commercial vendors are accessed by the library staff their discretion.

Foreign Language Materials

Spanish-The library maintains a Spanish collection aimed at meeting the informational and recreational needs of the Porterville community. Resources include books, magazines, videos, and sound recordings for Adults, Young Adults, and Children.

Other-The library's collection also includes materials, which aid in learning a second language. These resources include books such as grammar and dictionaries, audio materials, and visual materials for learning the languages most frequently studied in the community.

Local History

As the information center for the Porterville community, the library places a high priority on acquiring comprehensive information and resources about Porterville, past and present. The library collects reference and circulating materials, which reflect the city's historical and cultural development, with special attention to its ethnic diversity and heritage. Information collected about contemporary Porterville supports current library programs and services and serves as the basis for future historical research.

The Porterville collection is housed in the Local History Room (Louise Gidley Toole-Memorial- Local History Reference Room), consists of both print and non-print materials. The book collection contains all available historical and descriptive works about Porterville and Porterville residents, city and other Porterville directories, local art, and a selection of books by Porterville authors.

The library actively acquires current and past city issued documents and materials, which are augmented with reports, agendas, newsletters and minutes from boards and commissions and are acquired for public review. The materials provide citizens with past and present information about our City and how the City functions.

The collection of Porterville newspaper on microfilm dating back to 1890's, and is supported by a topical file of news clippings and scrapbooks.

Non-print materials include videos, sound recordings, slides, artworks, and posters. Photographs are collected.

The library does not actively seek manuscripts, collections of papers, memorabilia, or three-dimensional materials, although it does selectively accept gifts of this nature, particularly when the materials relates to the City of Porterville, its official functions, and its sister cities. In addition, the library also collects historical materials of Tulare County and California.

Genealogy

The genealogy collection is a self-service reference collection, aimed at users in the initial stages of researching family history. The genealogy collection consists of books, periodicals, and some census microfilm. The library purchases basic how-to resources, standard reference items and indexes, and handbooks on family research for various ethnic groups. Other materials, such as family histories and regional guides are acquired as gifts.

Large Print

The large type book collection meets the needs of an increasing number of visually impaired patrons. The major thrust of the collection is popular fiction, including mysteries and westerns, along with high interest non-fiction such as biographies and health-related materials.

Librarian's Resources Center

The Librarian's resource collection houses reference materials to aid staff in development of story times, class visits and other programs for children. The collections includes materials such as books with ideas for finger plays, songs, crafts, storytelling, library skills lessons, duplicates and out-of-print picture books used specially for story time, and other various storytelling resources. In addition, professional development and library operation resources are collected.

Literacy Collection

The literacy collection provides written materials in a variety of formats to support the library's literacy efforts, PORTERVILLE READ TO SUCCEED. Materials used in the tutoring program comprise a large portion of the collection and should provide strong support for instruction.

Maps

The reference map collection includes maps of various states, counties, and cities. An emphasis is placed on acquiring maps of California, Central Valley Counties, including topographical and specialized maps of California's National Forests.

Materials for Public Review

In support of major city projects, the Municipal Information Services staff assembles collections of resources for public review. The collections cover topics under study by city or citizen task forces or committees, and are gathered together on a temporary basis and made available at the library for the duration of the project.

The library provides Porterville citizens with information on local issues, actions, services, and programs. City-produced reports, agendas, and minutes of boards and commissions and other local agencies are made available for public review at the library. Some

of these materials, depending on their long-term informational value, become a permanent part of the Porterville collection.

New Media

The library must continually assess new electronic media and evaluate the capabilities and enhancements that they offer over existing formats. When deciding whether to replace or augment existing formats with new media, the following factors are considered:

- anticipated improvements in information storage and retrieval
- user demand
- quality of the product
- ease of use
- equipment requirements
- cost
- staff requirements for processing, maintenance, and training

It is essential for staff to monitor technological developments so that wise and cost-effective collection decisions are made for the Porterville community.

Paperbacks

The library maintains an un-cataloged paperback collection to provide recreational reading in popular areas of interest. The collection duplicates many cataloged books, including best sellers, classics, and works of perennially popular authors. This particular collection is on an honor check out system created for our patrons.

Periodical Collection

The library's newspaper and magazine collection provides current and retrospective information aimed at meeting the research and recreational reading needs of the community. The collection also contains periodicals that serve the professional reading needs of the library staff.   Periodicals supplement the book collection by providing up-to-date information, covering current events not yet available in books, and presenting a less in-depth treatment of a subject than usually found in books.

The periodical collection consists of a diversity of publications in fields, which are of interest to the community. It includes basic and popular reading magazines, a wide selection of business, trade, and local publications. To provide optimal access to information for those conducting research, an emphasis is placed on selecting titles that are included in standard periodical indexes. Journals that are highly technical or scholarly are generally not included in the collection. In addition to magazines, the collection includes newspapers published locally as well as from major geographical areas of interest to the community.

Sound Recordings

Book on Tape-The recorded book collection contains recordings of fiction and non-fiction books, including abridged and unabridged in cassette, CD, Playaway, and

downloadable formats. Recordings like books emphasize popular high-demand items and concentrate on current fiction.

Music CD-The music collection consists of works by major classical and contemporary composers, as well as popular music. An emphasis is placed on acquiring recordings of Country, Classical, Rock & Pop, R&B, World, Jazz, Latin, Alternative, and Contemporary. Music collected for children include, folk and nursery songs, holiday music, and read-along.

Textbooks

Recognizing the responsibility of schools and universities to provide access to required textbooks for their students, the Porterville Library does not purchase textbooks required for school curricula. However, some textbooks in excellent condition are acquired through donations and if they provide a broad or introductory coverage in various subject areas, they may be added to the general collection.

Visual

Porterville visual media is collected under the same general guidelines as other library materials. The collection consists of city-produced visual materials on a variety of topical issues, educational, recreational, Oscar/other award winning films, new movie releases, and instructional.

Videos-The library has an established videocassette collection to meet the educational and recreational needs of adults and children. The library has determined not to purchase in this format and donated videos are critically evaluated.

DVDs-The library continues to enhance this collection to keep up with patron request of material format and diverse title/subject selections.

Collection Development of the Web

Through our website, the Porterville Public Library directs users to informational resources on the Internet that complement, enhance, and in some cases, parallel resources housed in the library collection. As new resources become available via the Internet, similar reference resources in the library's print reference collection will be evaluated for retention, taking into consideration access, cost, ease-of-use and other selection criteria.

Selection Criteria-Links are made to Internet sites based on informational needs of the Porterville community, areas of emphasis in collection, and local areas of interest. The Porterville website leads the other fully developed and specialized subject sites that aim at comprehensive topical coverage, and does not attempt to parallel them in breadth. Although a particular emphasis is made on selecting sites created by governmental, educational, and non-profit organizations, links are also made to sites created by for-profit organizations when they meet selection criteria and informational needs.

Selection Criteria-Criteria for selecting sites include authority, coverage, accuracy, relevance, quality of information, organization, currency, and relation to informational request from library users. Links to sites will be deleted or removed when they are outdated or superseded by newly identified sites.

Collection Development Scale

The following definitions of collection intensity have been developed to provide guidelines for acquisitions and evaluation of subject areas within the collection. They are used in analyzing the collection by Dewey number and/or material type, so that subject strengths and collection emphasis are clearly delineated.

Basic Collection-Acquire the best-sellers and popular materials based on demand or anticipated demand. Select basic works, which serve to introduce and define a subject. Develop a highly selective collection that is weeded continuously based on use.

Working Collection- Acquire popular, current materials and significant works/classics. Maintain a retrospective collection to reflect standard titles. Develop a minimum depth, broad scope collection. Weed based on significance of title and changing use.

Resource Collection-Acquire popular and significant works, purchase extensively for coverage of the best and important resources in a subject area. Develop a collection that provides broad, current, in-depth, and retrospective coverage. Weed based on significance of title, usage, and maintaining existing collection strengths.

Research Collection-Acquire all available current and retrospective works for comprehensive coverage of field. Retain all titles and holdings with an emphasis on reservation.

➢ The materials in the aforementioned collections are distributed throughout the library. They are dispersed in every genre and format for all age groups. The goal is a comprehensive quality, not necessarily quantity, selection of diverse materials.

Collection Maintenance

Maintenance of the library's collection through constant re-evaluation by the library staff ensures its usefulness and relevancy to the community. This evaluation depends heavily on the staff's professional expertise in assessing the needs of the community and the content of the collection. Library materials determined to no longer be of value are withdrawn from the collection.

➢ The collection works are reviewed in sections throughout the year to ensure that the entire collection has been evaluated at least once in any twelve-month period.
Discarding Library Materials-Library materials are discarded for one or more of the following reasons:

- obsolescence: subject matter is not longer timely, accurate, or relevant

- damage or poor condition
- space limitations
- insufficient use

The last copy of a work in the Porterville collection is evaluated in terms of its value to the community, with consideration to the following:

- local interest
- reputation of author, publisher, producer, illustrator
- significance as identified in standard bibliographies
- quality of graphics
- uniqueness of information for research

Replacement-Replacement of materials withdrawn is not automatic. The

decision to replaces influenced by:

- availability of copies in the system
- popular interest
- adequacy of coverage in the subject area
- significance in subject area
- cost and availability

Binding-The decision to bind materials is made with consideration to the same

factors involved in replacement. In addition, the following should influence the decision to bind:

- adverse impact on circulation because of appearance
- feasibility of binding
- cost of binding vs. cost of replacement

Revision of Policy

The collection development policy will be periodically evaluated and revised as times and circumstances require.