

Library Advisory Board Minutes December 8, 2009
For Multnomah County Library Advisory Board (LAB)

The Multnomah County Library Advisory Board (LAB) met on Tuesday, December 8, at Central Library in the U.S. Bank Meeting Room. Chair Virginia Koontz called the meeting to order at 7:30 a.m.

Board members present were: Virginia Koontz, John Potter, Heidi Beebe, David Blount, Robert Brading, Marian Creamer, Ethan Johnson, Katie Lane, Henry Li, Danika Stochosky, Henise Telles-Ferreira, Carlene Weldon, and Sola Whitehead. Board members Lori Irish Bauman, George Feldman, Kate Kerns and Mark Garber were excused.

Staff members present were: Vailey Oehlke, June Mikkelsen, Becky Cobb, Linda Fenster, Rita Jimenez, Shelly Kent, Lance Murty, Virginia Tribe, David Miles, Renea Arnold, Deanna Cecotti, Victoria Oglesbee, and Carolyn Kimpton.

Also in attendance were: Multnomah County Commissioner Diane McKeel; Ann Pearson, Friends of the Library; and Karie Trumbo from The Library Foundation.

Virginia thanked Angela Weyrens for the tour last month. Virginia passed around the "*Donating to Your Library*" pamphlet and encouraged LAB members to consider a donation to the library. Carolyn is to send the correct mailing addresses for the Friends and TLF on the pamphlet to the print department, if it is decided that the pamphlet be reprinted.

The Library Foundation was highlighted in the Willamette Week Gift Guide and is doing well on gifts through this avenue.

Commissioner McKeel reported that Ted Wheeler is on Face Book and Twitter and is conducting business from home. He is doing well and is expected to fully recover from his accident.

COMMITTEE REPORTS

Access Committee

Robert Brading reported on behalf of the Access Committee. They had an informative meeting regarding RFID tagging. The library staff are moving quickly through Central

Library's collection and will finish two months ahead of schedule (by the end of December 2009).

He also reported on the volunteer opportunities in regards to the RFID tagging, i.e., the "Sunday frenzy" where volunteers can come and help with tagging.

Finally, internet filtering software has been selected and contract negotiations are underway.

Finance Committee

John Potter reported on behalf of the Finance Committee. There was an orientation meeting last week. John reported that Becky put together information regarding the structure of the budget, program submissions and information regarding last year's budget.

On December 15th we will receive budget information from the County and the committee will meet again in January.

DIRECTOR'S REPORT

Vailey reported that she will appear before the Charter Review Committee Thursday evening. She will ask them to consider a library district. We are still in the exploratory phase of this.

Library Journal has identified Multnomah County Library as a five-star library. These rankings are based on the level of service provided, circulation, visits, program attendance and public internet use per capita.

Vailey spoke with the Deputy Director of the Institute of Museum and Library Services. Representatives of the Institute are still in conversations with the First Lady regarding dates for the IMLS award ceremony.

Vailey reported that she, Commissioner McKeel and Corie Wiren attended the Urban Libraries Council conference in Nashville last week. ULC's focus is on Urban Public Library systems. The conference focused on regionalization, urban planning, transportation and ending homelessness. There was a diverse group of attendees at the conference, including library directors, elected officials, urban planners, transportation officials and the mayor of Nashville.

Vailey and Commissioner McKeel led a panel discussion focusing on how the library director and elected officials can effectively work together and form beneficial relationships. They looked at how libraries play an important role regarding the economic progress of the community. MCL is definitely a star example for other libraries.

EARLY LITERACY AT MCL

Renea Arnold reported on Early Literacy at MCL. Early Literacy is one of MCL's top priorities.

Early literacy is everything children know about reading and writing before they can actually read or write. Literacy is a developmental process that begins at birth. It occurs in stages:

- Building Early Literacy Skills (the foundation for learning to read – birth to 5 years old)
- Learning to Read (grades K through 3rd grade - 6 years old to 9 years old)
- Reading to Learn (grades 4th to higher education)
- Readers and Lifelong Learners

Knowledge of alphabet letters at entry into kindergarten is a strong predictor of reading ability in 10th grade. Children get ready to read long before they start school. Most children and adults who have trouble reading could have been taught while they were young.

Brain synapses are created at an astonishing speed in the first 3 years of life. The brain grows to 90% in those years. Until they are about 10 years old, children's brains have twice as many synapses as adults' brains. Experience shapes the brain's architecture. The ability to change brains and behavior decreases over time.

Children learn in the context of important relationships. Every time one reads, talks, rhymes and sings with a child, early language experiences are being provided that lead to reading. The most important part of this is the relationship. The child needs the connection to the parent/caregiver - eye-to-eye contact. Engagement increases the ability for the brain to learn and produce serotonin and adrenaline.

The brain holds onto strong feelings. Thus, if a positive emotional connection to reading exists, the child will enjoy reading. Also, conversation at home is very important. Children need to hear the words and language. If the TV is on, the conversation goes down. Bilingual children who have a strong basis in their own language are better able to read in another language.

Literacy is strongly linked to family income. By age 6, children from professional families have an average of 20,000 words while children from low income families have an average of only 5,000 words.

What do we do at MCL? Programs and activities include:

- Offer fun, interactive storytimes and programming for Babies, Tiny Tots, Toddlers, Preschoolers & Families, some bilingual (over 500 per month).
- Provide early literacy messages to parents.
- Maintain The Birth to Six web site.

- Offer over 100 education and training classes for parents and caregivers yearly.
- Deliver over 95,000 quality picture books to almost 500 full-day childcare centers and family childcare homes every two months.
- Send New Parent Gifts to all new parents of babies born in Multnomah County.
- Provide Reach Out and Read which is a partnership between MCL and seven Multnomah County Health Department Clinics to “prescribe” reading activities to patients newborn to 5 years.
- Offer Raising A Reader which partners with childcare centers and home visiting nurses to supply books to 32,000 children in their homes.

Does early literacy outreach work?

- 85% of childcare providers changed their behaviors to include less TV and more reading, questioning, conversation and trips to the library.
- 75% of parents changed their behaviors to ask more questions of their children, talk about the pictures in books and read more often.
- Raising A Reader saw exciting improvements in parent reading practices in 2009.
- Increases were higher among families in which parents have limited incomes, have lower levels of education, do not speak English at home, have children on the youngest end of the newborn-5 age range, and attended a library presentation on reading to children.

Early Literacy is the three R’s: Reading, Rhyming and Relationships.

NEW BRANCHES UPDATE

June Mikkelsen reported on the Kenton Branch. We are still on budget and on target for opening sometime in February.

David Miles, Branch Administrator for Kenton, also reported on the Kenton Branch. Kenton is budgeted for 9 FTE, including pages, clerks, reference staff, a youth librarian, and a branch administrator. There are four bilingual Spanish positions. All positions except for the youth librarian are being filled by internal lateral transfers. There will be one week of teambuilding and training for all staff prior to starting work in the branch. Staff will spend the week prior to the opening date setting up and organizing the branch collections and workroom.

Kenton’s floor plan includes prominent children’s and teen areas. The library will have catalog only stations at the ends of some aisles as “stand-up” stations for searching the collection. The collection for Kenton will lean heavily toward popular materials, including popular fiction, non-fiction, and media. It will include a “Lucky Day” collection of popular and sought after titles that will not be on hold lists.

There will be a Grand Opening at Kenton and David will arrange a tour for the LAB.

Vailey acknowledged June and David for their hard work. It was reported that Streetscape improvements will be done before the opening.

June also reported on the Troutdale Branch. The Board of County Commissioners approved moving forward with the project at their meeting last week. As a result, we have advertised for bids for construction. The bid will be awarded on January 15, 2010; construction should begin early in February 2010.

THE LIBRARY FOUNDATION

Karie Trumbo reported on behalf of The Library Foundation. She brought copies and showcased TLF's *Annual Report* and its joint publication with MCL. Karie also reported that giving is up from last week.

FRIENDS OF THE LIBRARY

Ann Pearson reported on behalf of the Friends of The Library. The store is having double discount days this week. Members save 20%. Also, every month a local artist is featured. The Friends are excited to report that Paula Poundstone is coming to The Aladdin Theater on Friday, January 29, 8 p.m. Ann also reported that you can donate to the Friends of The Library through the Willamette Week.

Virginia adjourned the meeting at 8:45 a.m.

Respectfully submitted by:
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