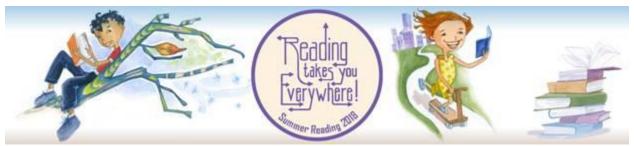May 2018
Commission Report
Nancy Howe, County Librarian

Summer Reading is one month away…

Reading takes you everywhere… especially this summer at all SCCLD Libraries. Reading can help you see a new place or learn what it's like inside a flower…REALLY thanks to our sponsors, Gilroy Gardens, the SF 49ers and The Tech Museum.

This year's GRAND PRIZE is a Unique 49ers Game Day experience!

All kids ages 5 -12, teens and adults who enroll through Beanstack and read and log at least 5 books by July 31st are entered into the drawing for this amazing prize.

Check out our website for more patron prize details at www.sccl.org/summerreading2018.

Your library is a special place in your city. All kinds of people come to take advantage of the wonderful programs, fun spaces and of course, the books. And with our fabulous online library, some simply visit us virtually. AND all of these visitors are part of the SCCLD community, and Summer Reading helps build this community of readers. **All reading is good reading,** and we want all of our residents to be a part of the fun.

If 10% of all SCCLD Library cardholders enroll in *Reading takes you everywhere* and read at least 5 books, we can read over 100,000 books TOGETHER. We want everyone on the journey to read together. This year we will be tracking the number of books read every week and mapping the progress!

Readers can sign up easily online with [Beanstack](#) or at the library. Preregistration opens today so make sure and sign up and let everyone know they can enroll now. If you are already registered in Beanstack, just log back in with your email and join with a click.

Thank you for making summer special at the library.

May is Mental Health Awareness Month

Did you know Mental Health Awareness Month has been observed in the United States since 1949?

The Gilroy Library received a grant from the California State Library to hold a Mental Health Resource Fair. The event, Mindquest, will be held May 19 at the Gilroy Library in recognition of Mental Health Awareness Month.

Visit resource tables from local organizations, take part in our arts and crafts for families, or enjoy yoga classes for adults and kids. Other activities include chair massages, adult coloring

for mindfulness, and lectures in English and Spanish on emotional intelligence, dealing with trauma and various mental health topics.

Whether you come for a massage, a yoga class, or to learn more about mental health, we look forward to seeing you at Mindquest!

Update from the April Joint Powers Authority Meeting

On April 26, the SCCLD Joint Powers Authority Board met to discuss various agenda items. Below are the main agenda items and the outcome of the discussions:

- Consider and discuss the FY18/19 SCCLD preliminary budget
  - The preliminary budget was discussed. Final budget will be presented at the next JPA meeting scheduled for June 7, 2018.
- Receive the expanded hours report and provide direction to staff
- The JPA unanimously directed staff to prioritize the addition of open hours, favoring Option 2 in the staff report which would increase all community libraries to a minimum of 61 hours per week including Sunday hours and in accordance with the funding formula. Also discussed was the need to open hours that are most convenient for our public; sustainability of hours; and efficiency of costs.

- Consider and discuss a resolution supporting the Library's full cooperation with the County of Santa Clara Registrar of Voters to increase voter participation.
  - A JPA board member requested the JPA review the Library District's policy on offering early voting and/or voter ballot boxes in and/or near the entrance of the library. The discussion involved two important civil rights: The right of free speech and the right of civic involvement. (Note: No campaigning or tabling can take place within 100 feet from an official ballot drop off box or voting site.) The conflict involved a voter drop off box that is located within 100 feet of the entrance of the Cupertino Library in the Civic Center Plaza.
    - It was determined by the JPA board that SCCLD will continue to support the County Registrar of Voters as an early voting site and/or offering voting ballot drop off boxes within the library if asked. The library has no jurisdiction over where voting ballot boxes are located outside of the library.

Cupertino Library to Expand Hours to 72

Beginning June 1, Cupertino Library will be expanding their hours from 66 to 72 hours per week. Based on information from the State of the Valley 2018 Index Report, the average commute is 30 minutes and commutes over 90 minutes have doubled in the past 5 years. In response to SCCLD's Patron Satisfaction Survey findings from Cupertino residents the Cupertino Library will be open Monday through Friday 10am – 9pm, Saturday and Sunday 10am – 6:30pm starting June 1.

Please save the date for Saturday, June 9. We plan on having a community celebration event for all ages to celebrate our extended hours. Details will follow.

Library Trends:

As the federal and state support for funding public libraries continues to change, it is important to remain aware of voter perceptions on the importance of, and support for public libraries. SCCLD is fortunate that a majority of our funding is sourced from local property taxes. As our economy and property value have continued to increase as a whole in the Silicon Valley, we have been able to make improvements to our libraries, increase hours and provide valuable services to our patrons.

The following article, From Awareness to Funding, was published by OCLC in partnership with the American Library Association (ALA) and its Public Library Association (PLA) division to investigate current perceptions and support among US voters and how they may have shifted in the past decade since the report was first issued in 2018.
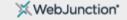
From Awareness to Funding

Voter Perceptions and Support of Public Libraries in 2018

ALA American Library Association | Public Library ASSOCIATION | OCLC | WebJunction

In 2008, OCLC published From Awareness to Funding: A Study of Library Support in America, a national study of the awareness, attitudes, and underlying motivations among US voters for supporting library funding. The research, which was led by OCLC with funding by the Bill & Melinda Gates Foundation and conducted by Leo Burnett USA, dispelled longheld assumptions and provided eye-opening insights about who supports public library funding and for what reasons. A decade later, OCLC has partnered with the American Library Association (ALA) and its Public Library Association (PLA) division to investigate current perceptions and support among US voters and how they may have shifted in the intervening years. The partners re-engaged Leo Burnett USA and revisited the survey instrument used in the original research. To allow for comparisons across segments and time, the new study is based largely on the original survey instrument and population (voters age 18 to 69 living in populations of 300,000 or less), yet expands queries into new types of library services, community impact, perceptions of funding sources other than taxes, and attitudes toward federal funding. Two population segments that were not part of the original research panel—people age 70 or older and people who live in large cities (populations greater than 300,000)—have been added and analyzed separately. The Methodology section (p. 30) details the methods and research questions used for this study in comparison to the original research and provides definitions of some of the terms used in this report. This summary includes key findings from the 2018 research and highlights notable comparisons to 2008 results. The analysis shows that libraries remain valued institutions that most voters have a positive association with and find useful. There continues to be stalwart support for library funding in many communities as evidenced by the fact that the majority of local library ballot measures in recent years have passed. This new national voter data, however, indicates a softening in committed support for libraries over the past decade. Libraries and library advocates should take action to address this downward trend. Readers can visit oc.lc/awareness2018 to access 2018 survey questions, data set and data tables, and summary analyses of the two additional population samples. Case studies, commentary, resources, and programming related to this research will be added to the website as they are made available.

For the full report, please visit https://www.oclc.org/research/awareness-to-funding-2018.html