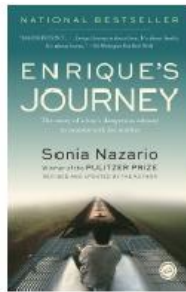


September 2019
Commission Report
Nancy Howe, County Librarian

Announcing the SCCLD Distinguished Author Series

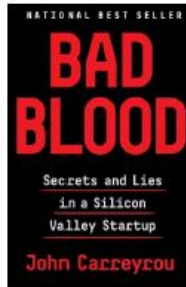
SCCLD is proud to introduce the first Distinguished Author Series, featuring acclaimed best-selling writers who have captivated us, challenged us and fostered curiosity. This fall, we welcome **Sonia Nazario**, **John Carreyrou**, and **Susan Orlean**. Hear from them firsthand and gain a deeper insight into their stories, and how they crafted their works through meticulous and detailed research and reporting.



Sonia Nazario
Author of
Enrique's Journey

October 22
7:00 pm
Morgan Hill
Community and
Cultural Center

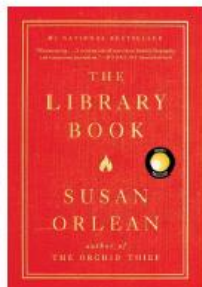
SONIA NAZARIO has spent 20 years reporting social issues including hunger, drug addiction and immigration. Her award-winning bestseller, *Enrique's Journey*, tells the story of a Honduran boy struggling to find his mother in the U.S. A graduate of Williams College and UC Berkeley, Nazario got her start writing for the *Wall Street Journal* and *Los Angeles Times*.



John Carreyrou
Author of
Bad Blood

October 30
7:30 pm
De Anza Visual &
Performing Arts
Center

JOHN CARREYROU is a two-time Pulitzer Prize-winning investigative reporter at the *Wall Street Journal*. He has won multiple awards for his extensive coverage of Theranos. *Bad Blood: Secrets and Lies in a Silicon Valley Startup* was named the *Financial Times* & McKinsey Business Book of the Year. For more information please visit www.prhspeakers.com



Susan Orlean
Author of
The Library Book

December 11
7:30 pm
Campbell Heritage
Theatre

Journalist and best-selling author SUSAN ORLEAN has an eye for the moving, the hilarious, and the surprising. *The Library Book* explores the history, power, and future of libraries, while delving into the mysterious fire that nearly destroyed the Los Angeles Public Library in 1986. An ever-engaging and unforgettable speaker, Orlean delivers lectures all over the country.

SCCLD hosts voter sign-up groups on September 24

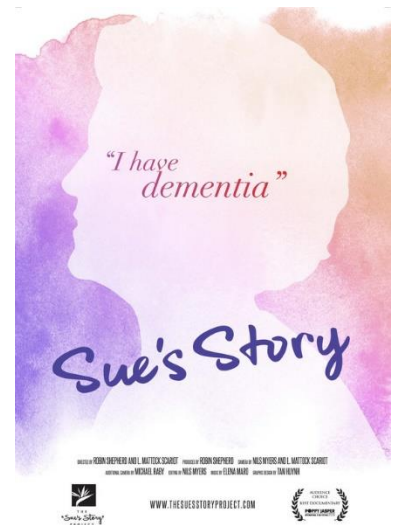


Our representative democracy needs the participation of voters in order to ensure that the people are properly represented and our elected leaders prioritize the issues that matter most to us. In recognition of National Voter Registration Day, SCCLD will once again be hosting non-partisan, informational groups including the League of Women Voters at our eight libraries on Tuesday, September 24. They will be offering help with voter registration for anyone not already registered to vote locally. For those who recently turned 18, or who might have moved and not had a chance to re-register, this is an easy way to sign up to vote.

Creating Awareness on Dementia

Lewy body dementia is the second most common type of progressive dementia after Alzheimer's disease dementia, according to the Mayo Clinic, with as many as 1.3 million Americans suffering from it.

One local couple, Sue and Chuck Berghoff of Morgan Hill, want to educate the community about the condition. The documentary film, [Sue's Story](#), takes a look at the rise of dementia in a world unprepared to deal with it. The film takes viewers on a journey with Sue, who has Lewy body dementia. She is determined to bring about change, so other dementia patients can live their lives with purpose, dignity, and hope.



SCCLD will host screenings of *Sue's Story* at all of our libraries including a Q&A discussion with the Berghoffs and guest speakers from healthcare, medical research, and older adult services. All events are free and open to the public.

Morgan Hill Library: Tuesday, September 24 at 6:30 pm

Gilroy Library: Monday, September 30 at 6:30 pm

Cupertino Library: Monday, October 7 at 6:00 pm

Milpitas Library: Saturday, October 12 at 2:00 pm

Our other libraries will host screenings throughout the fall. Learn more at sccl.org/events.

Save the Date

The next **Library JPA Board meeting** is set for **Thursday, Oct 24 at 1:30pm**.

The **17th Annual Friends, Foundations, Endowment & Commissioners Forum** is set for **Saturday, February 1, 2020**. You will be receiving a formal Save the Date invitation once we set the theme and keynote speaker. We hope that you will be able to join us for this annual event where we share our updates from the library, bring in a thoughtful keynote speaker and celebrate what makes the Library so special—you.

Santa Clara County Master Contract Negotiations

Every several years, the County re-negotiates the master contracts with the two union representative groups, SEIU (staff level) and CEMA (managers, supervisors). As you may have [heard in the news](#), the County has not yet reached agreement on the terms of the master contracts which has led to talks of a possible strike. Our library staff are County employees.

Providing safe library operations and services is always a top goal. Should a strike occur, the extent of the services and operations we can safely provide to the public will be determined by the staff available. Should there be a strike, the Library will be affected, but we do not yet know to what extent. We will keep you informed as more information becomes available.

Trend Report

One of the most important tenants of the public library is patron privacy. We provide multiple levels of security to protect our patrons' privacy including their personal information and what content they borrow. Lynda.com, soon to become LinkedIn Learning, is requiring users to provide additional personal information to continue using this service. This change comes with big challenges of balancing patron privacy and providing our patrons with free resources they have come to rely on.

At this time, SCCLD continues to negotiate with LinkedIn to change their policy. Currently, we are opting to allow our patrons to decide whether they would like to continue using Lynda.com and comply with the new rules, or discontinuing use of this service. We take the responsibility of educating our patrons on the importance of privacy and terms of use from

our various services, but we offer our patrons the opportunity to make their own informed decisions. Other libraries are taking a stance and dropping Lynda.com which takes this resource away from their patrons. Unfortunately, there is no comparable substitute in the market today and Lynda.com is a very popular learning resource utilized by our patrons.



Why librarians are up in arms against LinkedIn

PUBLISHED WED, AUG 28 2019 10:54 AM EDT UPDATED WED, AUG 28 2019 1:04 PM EDT

[Jennifer Elias@JENN ELIAS](#)

Add librarians to the list of people angry at big tech in 2019.

Librarians across the country are vocalizing their frustration with LinkedIn over a new policy to its Lynda.com learning tools, which are being rebranded as LinkedIn Learning by the end of this year. The update requires library patrons using the learning programs to create a LinkedIn account using their full name. Library heads told CNBC they are angry because it's a violation of their clients' privacy and because the company has not held a serious dialogue with them.

Some librarians say they are ready to drop the product unless the policy changes, and they're urging others to do the same.

The flap is the latest example of the perception gap between big tech companies and the people who use them, as lawmakers and regulators alike scrutinize Big Tech's growing power. Unlike other social media companies, particularly Facebook, [Microsoft](#)-owned LinkedIn has largely escaped criticism about data privacy.

Company spokeswoman Andrea Roberts told CNBC that LinkedIn met with its largest library customers to validate the change before moving forward and that 67% of library customers have decided to renew their subscriptions. LinkedIn also confirmed that it had no plans to change the policy and pointed to a June [announcement](#).

A 'violation of everything public libraries stand for'

Lynda.com offers hundreds of online courses in areas like programming, business and design. LinkedIn acquired the company for \$1.5 billion in 2015 and announced plans to rebrand it as LinkedIn Learning.

In late June, [the company announced](#) in a blog post that library patrons would need to sign up for a LinkedIn profile using their full name and email address in order to use it. Registration helps the company “to authenticate that users are real people and further protect our members,” wrote Mike Derezin, vice president of Learning Solutions at LinkedIn.

[Since then, blogs](#) have filled with comments from librarians berating the company’s rollout and calling it “disturbing.” Patrons’ full names would be searchable on Google and LinkedIn, librarians noted.

It is a “violation of everything public libraries stand for,” according to California State librarian Greg Lucas, who added that other state library heads reached out to him with their concerns.

“LinkedIn is strategically taking advantage of technology novices all the while fleecing money from limited library budgets,” Samantha Lee, the Intellectual Freedom Committee Chair of the Connecticut Library Association, wrote in a June [blog post](#). She went on to call it a “gross overstep” adding that the company “presumes to supersede a library’s authority to authenticate patrons.”

Librarians said the company told them users can toggle the privacy settings after they sign up, but that’s not good enough for some of them.

“Representatives from libraries around the country have met with LinkedIn, asking that they respect the privacy rights of library users,” Lucas said. “To date, LinkedIn has refused to do so, stating that the requirement to create a LinkedIn profile is a security measure to prevent fraudulent access to LinkedIn’s content.”

Erin Berman, a division director at Alameda County Library and chair of the American Library Association’s Intellectual Freedom Committee’s Privacy Subcommittee, [wrote](#): “When asked why a public social media profile is the only option for authenticating users, LinkedIn told libraries that the ‘library market’ wasn’t a significant enough revenue stream to warrant creation of a custom solution.”

“These new accounts will be subject to an artificial intelligence tool that determines if a person is a real user,” Berman added.

Wanda Kay Brown, president of the American Library Association, said she and the organization are “deeply concerned” adding it “violates the librarian’s ethical obligation to keep a person’s use of library resources confidential.”

“It’s the worst privacy policy I’ve ever seen and this is the first time I’ve seen a company so dismissive,” said Jill Bourne, San Jose Library director who has lived and worked in the Silicon Valley for several years. “Their [LinkedIn’s] response has been ‘We’re listening to

librarians' and every librarian I know, myself included, is livid because they're so not listening.”

Bourne said she's particularly upset by the the lack of dialogue from LinkedIn because its headquarters is based in the same region as her library and its patrons.

“Our residents are just trying to get by — the cost of living is so high that kids are having trouble succeeding, especially in our lower-income communities,” she said. “There's a lot of people in various levels of immigration status and there's a huge fear right now of anybody feeling that they can be tracked through any system online.”

Lucas, Brown and Bourne all said they continue to hope LinkedIn will consider changing the policy, but, as of now, they have decided to discontinue use and urged others to do the same.

They said other companies are knocking at their doors.

“We have two or three companies saying, ‘Hey, we have an awesome online learning platform and we won't make you do anything LinkedIn is making you do’,” Lucas said.

Bourne said she's received alternatives as well, but acknowledged that LinkedIn's programs have been “the best.”

LinkedIn's Roberts responded to CNBC with the following statement:

We did meet with a number of our largest library customers to validate the change before deciding to move ahead. While some libraries have decided to not continue to work with us, so far 67% of our library customers in the US have decided to renew their subscriptions. We have also reached out to the president of the American Library Association and have not yet heard back. While this is small from a revenue perspective, it is very important for us to continue to work with libraries as their efforts and patrons are clearly aligned with our mission.

Having a profile authenticates the patron. This does not impact higher ed institutions as students will access via their standard authentication systems. Profiles help us to authenticate that users are real people and help to ensure we give our members a safe, trusted environment to interact with others and learn.

[Click here to view the article](#)