

Memorandum



DATE February 4, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Dallas Public Libraries Update on Library Services

On Monday, February 8, 2010, you will be updated on the Dallas Public Libraries. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.



Forest E. Turner
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

Dallas Public Libraries

Update on Library Services

Presented to the Quality of Life Committee
February 8, 2010



Briefing Purpose

- Provide an update on Dallas Public Libraries



Vision

- The Vision for the Dallas Public Library system is to provide services to its customers that achieve a level of excellence for all aspects of the system – collections, technology, staff, and facilities

Library's Commitment

- ❑ Look beyond traditional boundaries of service
- ❑ Maintain a well-trained and diverse staff
- ❑ Seek new and innovative ways to reach the communities that we serve
- ❑ Become technologically competitive
- ❑ Continue to develop community partnerships
- ❑ Promote and sustain a literate community for the City of Dallas

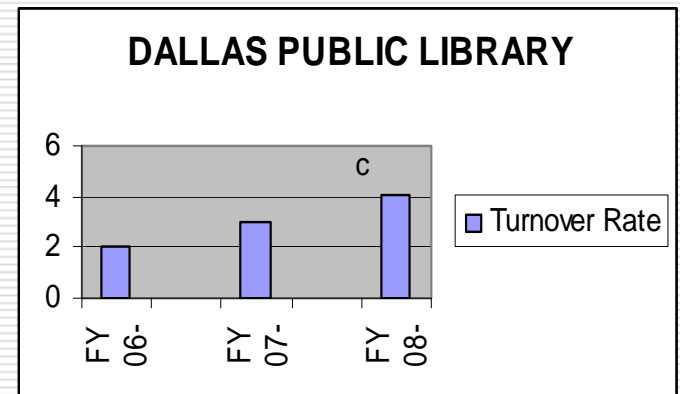
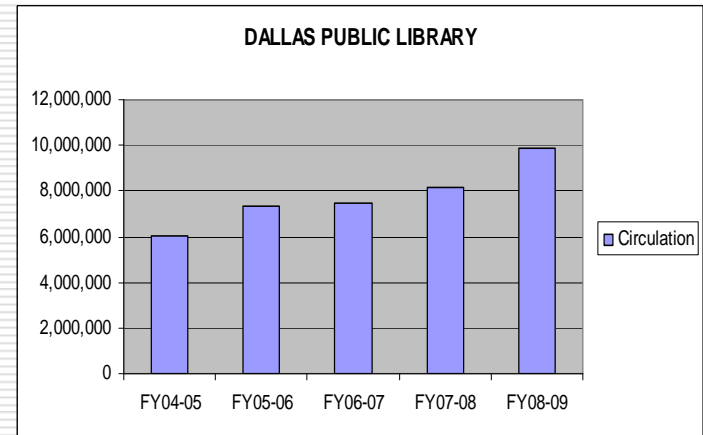
Collections

☐ Materials Checked Out

- FY 04-05 6,053,845
- FY 05-06 7,333,191
- FY 06-07 7,465,712
- FY 07-08 8,188,863
- FY 08-09 9,873,029

☐ Turnover Rate

- FY 06-07 2
- FY 07-08 3
- FY 08-09 4.1



What's new @ www.dallaslibrary.org

- ❑ Our new information system allows:
 - Improved Searching and Browsing
 - ❑ Locate a book, read reviews or a couple of pages or go directly to *The New York Times* best seller list.
 - ❑ Search for similar titles
 - ❑ Browse titles that have just been ordered or have newly arrived and place a request

What's new @ www.dallaslibrary.org

- E-commerce
 - Purchase digital photographs
 - Online payment of fines
 - Accept donations online
- Language Flexibility

What's new @ www.dallaslibrary.org

- Search for library locations by proximity
- View a calendar of events and customize
- A customer can receive online training
- Can download audio and e-books, music and films by Spring 2010



Search the catalog

How do I?

1 2 3 4 5 6 7 8

What if a library could...

FEATURED NEWS



Prairie Creek

FEATURED DATABASE



Thousands of local groups!
Community Information Database

FEATURED SERVICE



The New York Times
Best Seller Lists

FEATURED PLACE



Lillian Bradshaw Gallery
Central Library, 4th Floor

What's new @ www.dallaslibrary.org

- The new Information System provides for staff efficiency:
 - Financial component that interfaces with the City's financial system
 - Reporting component provides comprehensive management reports
 - Inventory component allows for greater fiscal control
 - Acquisitions component allows for electronic ordering and invoicing

Staff and Customer—Development

- Established a Training and Customer Service Unit with a dual focus on creating informed customers and a skilled workforce
 - Customer Training focuses on:
 - Catalog and searching skills
 - Practice tests
 - Technology
 - Finding jobs
 - Résumé writing
 - Interview skills

Staff and Customer—Development

- Staff training focuses on:
 - Leadership Skills
 - Technology Skills
 - Management/Customer Service Skills
 - Education:
 - Spanish language classes provided by the Friends to staff
 - *Grow Your Own* Program
 - \$549,909 federal grant from the Institute of Museum and Library Services, to develop more diverse staff
 - Provides tuition, fees, and support for a Masters of Library Science program for qualified Library staff members
 - Mentoring by current staff
 - 36 staff members currently enrolled

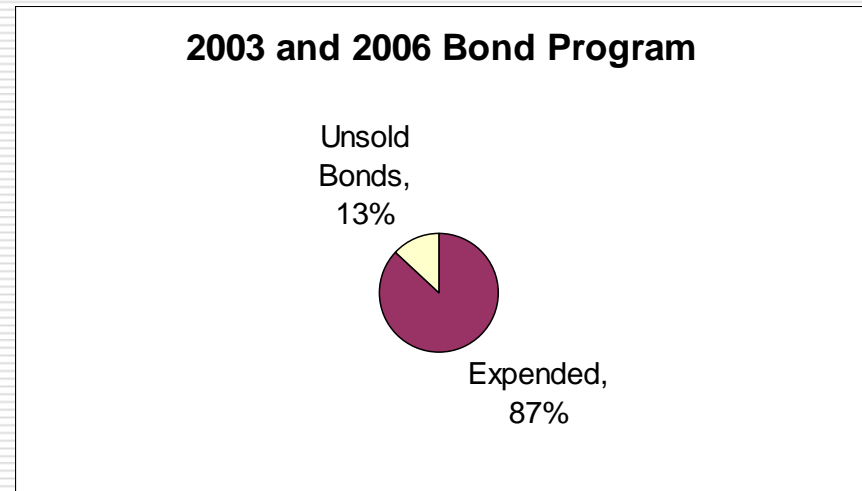
- Increased development in video training

Staff—Customer Service

- High level of satisfaction
 - Bi-annual city survey for 2005, 2007, and 2009, Library ranked third after Fire and Ambulance/Emergency medical services
 - Semi-annual internal surveys for this period indicate +90% of citizens rate us as “Good” or “Excellent”

Facilities—Bond Program

- 2003 Bond Program (\$55.5m)
- 2006 Bond Program (\$46.2m)
- Total: \$101.7m



Facilities—Capital Projects

□ New Branches:

- Prairie Creek (Opening Fall 2010)
- White Rock Hills (design phase; opening January 2012)

Facilities—Capital Projects

- Replacement Branches:
 - Lochwood (Opened November 2009)
 - Pleasant Grove (Opens Fall 2010)
 - Highland Hills (design phase only)



Search the catalog

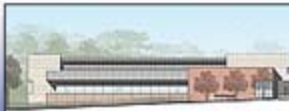
How do I?

1 2 3 4 5 6 7 8

What if a library could...

use less water

FEATURED NEWS



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Facilities—Capital Projects

- Expansion and Renovation Branches:
 - Polk Wisdom (Architect hired)
 - Central L-1 and Children's Center (Winter 2010)
 - Central 1st Floor to become Downtown Branch (design phase; opens Winter 2010)

Facilities—Capital Projects

- Land Acquisition:
 - Vickery Meadows (complete)
 - North Oak Cliff (complete)
 - Forest Green (in process)
 - Preston Royal (in process)
 - Park Forest (in process)

Facilities—Bookmarks

- ❑ Opened June 2008
- ❑ The first children's library in a shopping center in the U.S.
- ❑ In its 2nd year and in partnership with NorthPark Center
- ❑ Programming sponsored by Atmos Energy
- ❑ More than 40,000 visitors since its opening
- ❑ Featured on the electronic billboard in Times Square, New York City
- ❑ Received the Northeast Texas Library System's 2009 Project of the Year Award

Grants

- We receive grants to support and enhance current programs recognized for their excellence
- We engage partners and volunteers in our communities for these programs

Grants

- We have received the following grant funding to support and enhance ongoing programs

■ 2008-2009	\$1,412,636
■ 2007-2008	\$1,100,353

Programs and Services—Grant Funded

- Teen Centers (26)
 - \$500,000 AT&T grant provided for expansion of the Teen Centers to all library locations
 - More than 11,000 teens use the Library's programs and services each month
 - Program Examples:
 - Money Matters (with Dallas Credit Union)
 - Career Planning
 - College Readiness
 - Graffiti Program (art creation in partnership with Dallas Police Department)
 - Services:
 - Laptops
 - Teen Collections
 - Homework Help
 - Continued learning outside of school
 - "Sense of Place"

Programs and Services

- Every Child Ready to Read @ Dallas
 - Mayor's second education initiative
 - Since the program's inception in March 2008, 40,000 children have been positively impacted
 - \$214,000 U.S. Department of Education grant as a "prominent national education program" provided for expansion of the program
 - *Born to Read*, a program component that targets parents of children through age two

Programs and Services

- Other Grant Funded Programs:
 - Family Literacy – \$75,000 State grant
 - Literacy program targets the entire family
 - North Oak Cliff, Lochwood, and Arcadia Park
 - Plaza Comunitarias
 - Spanish literacy program
 - Materials and volunteers provided by the Mexican Consulate
 - North Oak Cliff, Pleasant Grove and Bachman Lake

Programs and Services

- Authorspeak (5th Year)
 - Author series
 - Partners with the World Affairs Council
- Tulisoma—South Dallas Book Fair and Arts Festival (7th Year)
 - Two-day event celebrates African American literature, reading and writing
 - Now in partnership with the Harlem Book Fair
 - Attracted nearly 2,000 people in 2009

Programs and Services

- International Book Fair (4th Year)
 - Celebrates world literature, reading and writing
 - In 2009, nearly 6,000 authors, visitors and vendors from 13 countries and the US enjoyed this 3-day, weekend event
 - Provides continuing education units credit for school librarians

Programs and Services

- Job Seekers Resource Center (January 2009)
 - Provides assistance to those seeking and applying for jobs
 - Central, Audelia Road, Bachman Lake, Fretz Park, Hampton-Illinois, and Pleasant Grove
 - Every branch library has a computer dedicated to those looking for jobs
- Two Bookmobiles
 - 600 stops last 12 months
 - October added stops on Sunday and Monday
- Library Program attendance has increased 25% since FY 06-07

Where are we going?

- ❑ Continue to maintain relevancy in our communities
- ❑ Plan need-based services that take us well into the future
- ❑ Use state-of-the-art technology to deliver services effectively and efficiently
- ❑ Continue to develop a skilled, customer focused staff
- ❑ Build sustainable buildings