NOTICE OF MEETING
WORKSESSION AGENDA

1. **CALL TO ORDER, 5:30 P.M.**

2. **APPROVAL OF AGENDA**

3. **PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA** *(3 Minute Time Limit)*

4. **NEW LIBRARY DIRECTOR HIRE**
   A. Library Director Position Info from City Manager & Personnel
   Director   **Page 3**

5. **FINDINGS FROM PUBLISHED LIBRARY STUDIES/REPORTS**
   A. LAB Discussion Summary   **Page 7**

6. **COMMENTS OF THE AUDIENCE** *(3 Minute Time Limit)*

7. **COMMENTS OF THE BOARD**

8. **ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, FEBRUARY 5, 2019**
   at 5:30 p.m. at the Homer City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue,
   Homer, Alaska.

January 2019 LAB Worksession

5:30 p.m. – 7:30 p.m.
Monday, January 7, 2019
Cowles Council Chamber, Homer City Hall 491 E. Pioneer Ave.

Topic #1 -- New Library Director Hire – 5:30 – 5:45 p.m.

Objective – To provide initial feedback/input to City Manager for the search process for a new library director

City Manager Katie Koester is planning to attend the worksession as a visitor so the LAB and others in attendance will have an opportunity to offer feedback on priorities and qualities they believe are important to consider in the recruitment and review process.

Please reflect on this opportunity prior to the worksession and be prepared to contribute to a discussion that will be held at the opening of the meeting.

Essential Qualities for the City of Homer Library Director

Please (a) write out and then (b) prioritize the qualities you would like to see in the City of Homer Library Director. Feel free to use another page if needed.

Essential Quality	Priority

Other Comments:

Optional Contact Info

This form is anonymous but if you leave your contact info Katie will follow up with you

January 2019 LAB Worksession

5:30 p.m. – 7:30 p.m.
Monday, January 7, 2019
Cowles Council Chamber, Homer City Hall 491 E. Pioneer Ave.

Topic #2 – Discussion of findings of two recent national reports on the state of libraries – 5:45 – 7:30 p.m.

From Awareness to Funding – Voter Perceptions & Support of Public Libraries in 2018
(https://www.oclc.org/research/publications/2018/oclcresearch-awareness-to-funding.html)

State of America's Libraries 2018 (http://www.ala.org/news/state-americas-libraries-report-2018)

Both studies also are included in the August 2018 LAB packet (https://www.cityofhomer-ak.gov/sites/default/files/fileattachments/library_advisory_board/meeting/packets/27941/lab_packet_080718.pdf)

Objective – To digest and reflect on study findings, discuss how findings are relevant to Homer Public Library and Homer community, and determine what actions, if any, these studies and discussion may prompt.

Please review and become familiar with both of these reports prior to the worksession and be prepared to contribute to a discussion that will follow the guide below.

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Discussion Guide

Discussion of the findings in *From Awareness to Funding – Voter Perceptions & Support of Public Libraries in 2018*
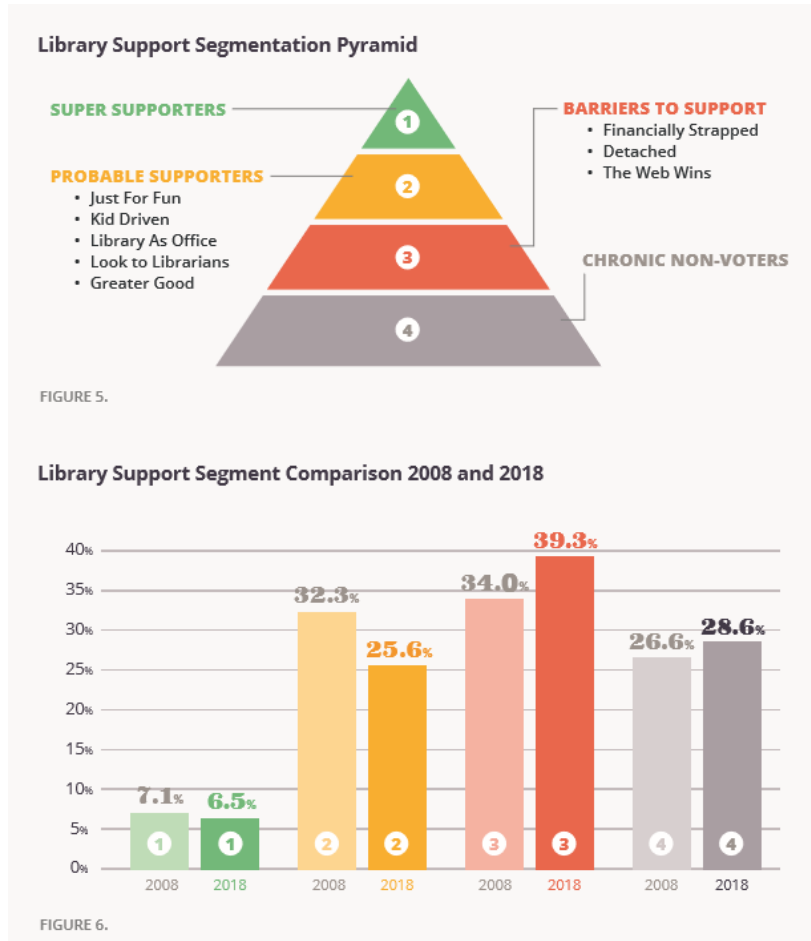
- TRENDS

  Library as a community hub
  Resource for job training and language building
  Technology services (but idea of library being technology hub is down)

  In-person visits
  Traditional services – adult books, DVDs, print reference, computer searches, photocopying, ESL
  Free access to resources some people may not be able to afford
  Free access to computers and Internet for everyone
  Quiet areas
  Right staff to meet community needs
  Resource for children
  Enthusiasm for library staff
  Perceived value & relevance
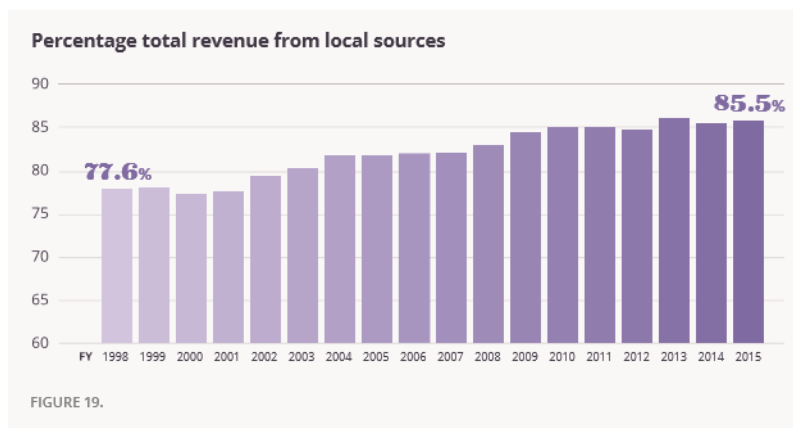 Likelihood to vote in support of library funding

  - *Do we see these trends for HPL? Evidence?*

- LIBRARY SUPPORT SEGMENTS

  1. Super Supporters -- most value the library, most firmly committed to supporting library funding. (6.5%)
  2. Greater Good -- strongly believe the library is essential to overall wellbeing of a community. (6.7%)
  3. Look to Librarians -- value a librarian's knowledge and research expertise, believe librarians are advocates for learning in the community. (5.9%)
  4. Library as Office -- use the library for work and study purposes, an important, practical resource. (3.4%)
  5. Kid Driven -- focused on the role the library plays in educating and inspiring children. (5.2%)
  6. Just for Fun -- library as a place to relax, hang out, and socialize with others, and recognize the library's role as a community gathering place. (4.5%)
  7. The Web Wins -- rely on the Internet as an information source, believe the library has little value add. (12.1%)
  8. Detached -- not involved with their local library or community as a whole. (17.7%)
  9. Financially Strapped -- financial strains are the chief barrier to library support. (9.5%)
  10. Chronic Non-Voters -- do not vote, considered outside the influence of libraries. (28.6%)

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Library Support Segmentation Pyramid

SUPER SUPPORTERS — ①

BARRIERS TO SUPPORT
- Financially Strapped
- Detached
- The Web Wins

PROBABLE SUPPORTERS — ②
- Just For Fun
- Kid Driven
- Library As Office
- Look to Librarians
- Greater Good

③

CHRONIC NON-VOTERS

④

FIGURE 5.

Library Support Segment Comparison 2008 and 2018

	① 2008	① 2018	② 2008	② 2018	③ 2008	③ 2018	④ 2008	④ 2018
	7.1%	6.5%	32.3%	25.6%	34.0%	39.3%	26.6%	28.6%

FIGURE 6.

o *Is this what HPL community looks like? Similarities, differences? Evidence?*

Percentage total revenue from local sources

FY 1998: 77.6% ... 2015: 85.5%

FIGURE 19.

In the last few election cycles, many libraries were rewarded for their local advocacy efforts with successful ballot initiatives, affirming voter investment in bond measures and increased millages for the library. For example, voters across 22 states passed more than 81% of 150 library funding measures in 2016; and in 2017, 95% of all 133 library ballots tracked passed.[10,11] While these outcomes are heartening, this research study confirms trend data about public library use from the Public Libraries Survey[12] and finds that, overall, public library support has softened. Demographic shifts (Baby Boomer supporters are aging, and the percentage is shrinking as a proportion of the population, while the percentage of skeptics is increasing in size) and cultural trends suggest these losses could accelerate and undermine library funding in the future, if concerted action is not taken.

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- New national voter data indicates a softening in committed support for libraries over the past decade. Libraries an library advocates should take action to address this downward trend.
  - *Do we see a downward trend for HPL? Evidence?*
  - *What actions might LAB take to counter? (For example . . .)*
    - *Public awareness efforts*
    - *Leverage areas of positive perception*
    - *Amplify library resources and impacts for school-age children*
    - *Cultivate and empower Super Supporters*
    - *Engage the Library as Office segment*
    - *Recognize local libraries as community hubs*
    - *Address those in the Barriers to Support tier*
    - *Clarify misconceptions about funding sources*
    - *Build advocacy within local government leadership*
    - *Other*

Discussion of findings in *State of America's Libraries 2018*

- ISSUES AND TRENDS

  Societal issues for teens
  Digital media for children
  Library as community centers
  Aging workforce and population
  Income inequality, empowering upward mobility
  Connected learning, access, integration
  Health literacy

  - *What issues and trends will impact HPL in the near- or long-term future?*
  - *What actions might the LAB take to prepare?*

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