

September 19, 2016

From: Alexandria Library Board

To: Alexandria City Council

Subject: Annual Report for Fiscal Year 2016 (7/1/2015- 6/30/16)

LIBRARY BOARD MISSION

In accordance with an agreement with the City of Alexandria, the Alexandria Library Board sets the policies, rules and regulations of the Library; submits a budget to the City for the operation and maintenance of the Library; and appoints and approves such personnel as are necessary to operate the Library. The Board also sits as the Boards of the James M. Duncan, Jr. Foundation and the Alexandria Library Foundation that monitors the investment portfolios and approves grants from these funds.

An update to the Library's Five Year Plan, which provides goals through 2020 will be forwarded to the Council.

BOARD MEMBERSHIP

The Library Board consists of 7 members: 3 appointed by City Council, 3 appointed by the Alexandria Library Company, and 1 City Council Representative. Kathleen Schloeder, Helen Desfosses, and Gwen Day-Fuller are City Council appointees. Library Company member Anne Paul has passed away. The Library Company has provided a replacement, Frank Fannon, a former Board member when he was on the City Council. Oscar Fitzgerald and William Brierre, both from the Library Company, and Willie F. Bailey, Sr. from the City Council round out the remainder of the Board.

MEETINGS

The Board met six times during fiscal 2016: on September 21, October 19 and December 19 of 2015, and February 18, April 18 and June 20 of 2016. All members exceeded the 75 percent attendance requirement set by the City.

OVERSIGHT

During these meetings Director Rose Dawson kept the Board abreast of major developments in operations, services, usage, facility conditions, personnel matters and all other significant developments in the Library system.

The Board continues to be impressed with Director Dawson's leadership. Her involvement with leadership positions in both state and national library organizations continues to draw much favorable attention to the Alexandria Library system.

BUDGET

As has been the case for the past five years, the major challenge facing the Board was the tight City of Alexandria budget. At the December 19 meeting Director Dawson reviewed a budget update she had sent to the Board on December 1, 2015, outlining the FY 17 service reductions and savings she had presented to the city's Office of Management and Budget (OMB) for consideration. The reductions totaled \$336,509. The Board decided to send a memo to OMB stating that the Library Board supports the cuts proposed by the Library Director, but does not support the removal of the security guard at the Barrett Branch, and requesting a supplemental for additional materials funds. The library budget was approved to be \$7.4 million, a 3.5% increase. The Library received an \$8,500 addition to the library materials budget for FY17.

The library also received \$79,000 to expand Sunday service to the Barrett, Burke, and Duncan Branches. Sunday staff had been hired and received training prior to the July 10 start date.

The library received a total of \$110,238.54 for its materials budget, the result of the 50-50 matching gift campaign. The Alexandria Library Foundation raised \$60,238.54 which was matched by \$50,000 from the City of Alexandria. Foundation President Kathleen Schloeder and Fundraising Committee co-chairs Trudi Hahn and Virginia Martin spearheaded the fundraising effort.

CHILLER LOCATION ISSUE AT BEATLEY LIBRARY

Alexandria's Department of General Services head Jeremy Mc Pike met with the Board in December 2014 to discuss the relocation of the Beatley Library cooling tower based on concerns from the Board and the community regarding the appearance of the cooling tower where it stood. Beatley's cooling tower has been moved and the Burke Branch new roof has been completed. Mr. Fitzgerald said that the Library Board appreciated Mr. McPike's efforts to mitigate the cooling tower issue.

BARRETT BRANCH IMPROVEMENTS

Barrett Branch received a new facelift, with new lighting, carpet, and paint, as well as an upgraded HVAC system. Ms. Desfosses commended staff at Barrett because they worked cheerfully despite the high temperatures caused by the inoperative HVAC system.

BURKE BRANCH SPACE UTILIZATION

As anticipated, the Alexandria City Public School Board vacated the first floor space in the Burke Branch Library which had once been part of that library. The Library submitted a Capital Improvement Project (CIP) budget request to fund a design study for the space. City Council included \$50,000 in the FY 2016 Capital Improvement budget for that purpose. The City's Procurement Department recently completed the request for proposals and the Library is awaiting further instruction regarding proposal evaluation.

ALEXANDRIA LAW LIBRARY

Director Dawson and Deputy Director DiPilato met with the Law Library Board to discuss some outstanding issues. The Law Library Board transferred \$25,000 to the library to assist with funding a contract cataloguer to catalogue the collection. The Law Library Board, which has been in the process of disbanding and reorganizing as a Friends group, will keep any bar dues in their own account so they can donate monies to the Library for the projects they would like to support. The Law Library Board transferred approximately \$19,000 in dues to the Library to be used for Law Library services and materials.

The Law Library has been funded for the next three years, but Director Dawson reiterated and the Board agreed that reduced or eliminated funding would result in service reductions or elimination of services altogether. A new librarian was hired.

THE LIBRARY'S NEW PASSPORT SERVICE

The Beatley Central Library is now a Passport Acceptance Facility, the only site in Alexandria to apply for a passport in person. Twelve library staffers are trained in the service and the State Department agreed to allow additional staff to be trained via webinar, rather than in person. The service is provided for 18 hours a week on five days including Saturdays and Sundays. Passport service will begin at the Barrett Branch in October 2016, on the two days a week it is not offered at Beatley.

The State Department has been so impressed by the library's organization of this service, that Deputy Assistant Secretary of State for Passport Services Brenda Sprague and four staff members visited the library in May to observe.

In June it was reported that 5,514 passports had been processed.

LIBRARY CARD EFFORT

Library Director Dawson attended a training session at the White House on January 19, as the Library moves forward with participating in the White House Initiative ConnectED, which focuses on getting a library card in the hands of every child. She met with the Alexandria City Public Schools Superintendent in the spring to discuss how to roll out the program with ACPS students. She will work with local private schools and homeschoolers as well.

INFORMATION TECHNOLOGY AND ELECTRONIC RESOURCES

We are seeing a constant uptick in the number of e-borrowers, and the use of electronic materials and websites. In FY16 our number of e-borrowers increased 15%, and the number of electronic materials they borrowed increased 32%. Patrons visited the library's website 13.35% more times than the year before and usage of the library's wireless system increased 27%. The library integrated the library server into the cloud successfully. The move to the cloud allows the staff to access the system remotely; for example, they are able to issue library cards at events outside of the library that staff regularly visits, such as farmer's markets. The IT staff no longer has to focus on the maintenance of the server, since the vendor now maintains the server at its location.

This has allowed them to work on other things such as staff training, and maker spaces. The library is increasing its web and social media presence which attracts our Millennial customers.

BRANDING AND MARKETING

The Library is implementing one of the goals of its new Five Year Plan which is to develop a consistent brand with complementary marketing materials. The staff has conducted research and designed a new logo and tagline that speaks to the Library’s mission, vision and values. The library is also exploring how using market segments to increase programming will reach out to potential new users.

KUDOS

The Board wishes to recognize the following:

Category	Employees to Receive Award
Service to the public and/or Efficiency, effectiveness and productivity in job performance	Kym Robertson
Teamwork and cooperation in working with fellow employees to attain the goals of the organization	Giovanni Sciannameo
Efficiency, effectiveness and productivity in job performance	Rebecca LaPlante

Director’s Awards 2016

Category	Employee to Receive Award
Exemplary performance	Diana Price
Demonstration of rolling out a successful initiative	Brack Stovall
Extended period of exceptional service	Christian Reynolds

Finally, the Board would like to thank the Mayor, City Council and the City Manager for their continuing interest in the Alexandria Library.

Respectfully Submitted,

- Kathleen Schloeder, Chair (City Council Appointee)
- Oscar Fitzgerald, Vice Chair (Library Company Appointee)
- Gwendolyn Day-Fuller, Secretary (City Council Appointee)
- Helen Desfosses, Treasurer (City Council Appointee)
- William Brierre (Library Company Appointee)
- Frank Fannon (Library Company Appointee)
- Willie F. Bailey, Sr. (City Council Representative)