



Welcome to the

FRESNO COUNTY PUBLIC LIBRARY

2012 Annual Report

Leadership

Strategic Plan

Measure B

Public Awareness
and Support

Education
and Learning Opportunities

Organizational Culture

Technology

Accountability



LEADERSHIP

Message from the County Librarian

We enrich lives and build community. This is what we learned through our strategic planning process this past year as we sought input from community stakeholders, members of the community, and our staff.

While we are preparing for the renewal of Measure B, the special sales tax of 1/8 of one cent that funds approximately 54% of the library system, we plan for a vibrant and active library system that will continue to enrich lives and build community, regardless of our funding.

The interesting development is that we have become a **Click and Mortar** library system. This means we now provide our customers with both online and offline operations...which in our case, is our website and our branch libraries. This means we can now offer our customers the benefits of fast online transactions such as e-books or online research tools, or traditional face-to-face service where you can browse our collections, talk directly with a staff person, or use our community spaces. We really can meet you where you live, work, or play. And as we move forward developing programs and services, it is our hope to connect with you, our customer, on "your turf" wherever that might be.

So...Check us out online or in person for storytimes, reading activities, Internet access, career and job assistance, homework help, music, or maybe some light reading. We have it all. And it is just waiting for you...

Sincerely,

Laurel C. Prysiazny



Kelley Worman-Landano,
Associate County Librarian



Jeff Crosby,
Administrative Librarian
San Joaquin Valley Library System



Lisa Eckman,
Division Manager,
Central Library Services



Deborah Janzen,
Division Manager,
Support Services



Jeanne Johnson,
Division Manager,
Branch Library Services



Susan Mann,
Division Manager,
Community Services



Steve Nitta,
Division Manager,
Management Services

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STRATEGIC PLAN 2012-2015

Following in-depth discussions with staff and community stakeholders, the Library unveiled a Strategic Plan that will serve as the driving force behind the Library's philosophy and execution of service for the next three years.

*Our **MISSION** reflects the commitment we are making to the community.*

“WE ENRICH LIVES AND BUILD COMMUNITY.”

Our **VISION** articulates what success will look like in the future.

THE FRESNO COUNTY PUBLIC LIBRARY

...Is recognized as a premier resource for educational support, self-directed learning and recreation.

...Provides creative and innovative services to meet evolving community needs.

...Is a welcoming community gathering place and a cornerstone of family, cultural and civic life.

...Bases all service decisions on customer needs and preferences.

...Is a vibrant organization that is strengthened by the creative contribution of each individual.

Our **VALUES** direct us in our service to the community and interaction with one another.

■ *Inclusiveness* – Making rich cultural and intellectual resources available to everyone.

■ *Community* – Providing opportunities for people to meet, exchange ideas and engage in the life of their community.

■ *Connection* – Facilitating meaningful collaborations between individuals, groups, and organizations.

■ *Respect* – Honoring diversity and individual perspectives.

■ *Inspiration* – Inviting the discovery of ideas and learning in all forms.



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MEASURE B



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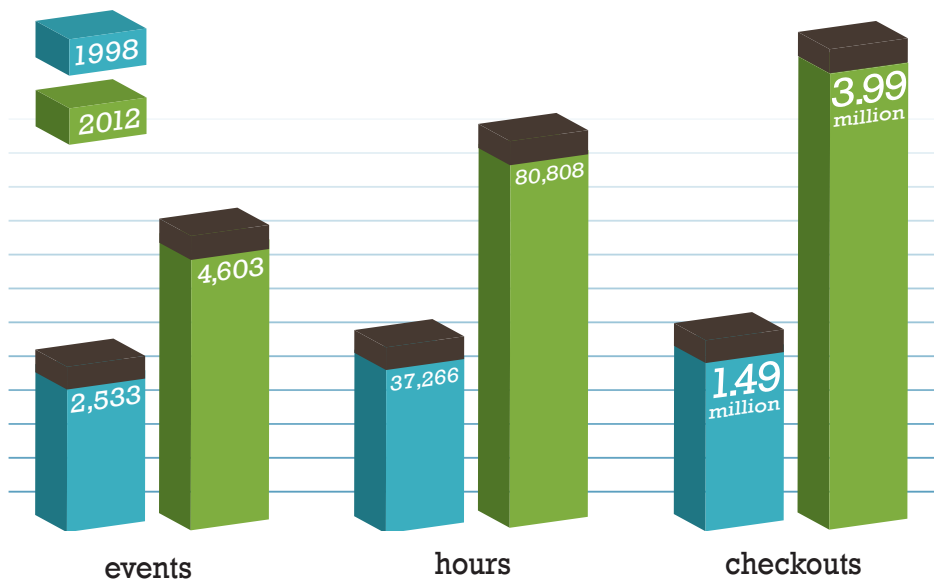
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Since Measure B Passed in 1998

Fresno County Public Library has added:



Job Centers
SIX
BRANCHES



Homework
Centers
26
BRANCHES



WiFi
Access
17
BRANCHES



Express
Checkout
22
BRANCHES



Public-Use
PCs
322
COMPUTERS

Facts about Measure B

- In 1998, voters approved the Measure B sales tax to improve library services throughout Fresno County. It was renewed by voters in 2004.
- The Measure B sales tax is 1/8 of one percent. This translates to 12 1/2 cents on a \$100 purchase.
- Measure B has enabled the Library to more than double its open hours.
- Measure B has enabled the Library to spend more than 5 times as much on books, DVDs, CDs, downloadables, and more.
- Measure B has enabled the Library to present nearly twice as many programs for all ages.
- Measure B has generated a total of more than \$142 million over 12 years as of June 2011.
- Measure B currently provides more than 54% of the annual library budget.
- Measure B expires in 2013, but volunteers are already at work preparing a ballot measure asking voters to support renewal once again.
- If Measure B is not renewed, significant cuts must be made in Library hours, books and materials, programs, and services.



INCREASING PUBLIC AWARENESS AND SUPPORT

Foundation for Fresno County Public Library

The Foundation for Fresno County Public Library was created to complement the Friends of the Fresno County Public Library in their fundraising efforts. The Foundation was incorporated in October 2011 and received its tax exempt status from the Internal Revenue Service in August 2012.

The Foundation will focus on facilities, programs, and materials system-wide. Board members will fundraise for major gifts with the outcome of Measure B renewal as the determining factor in its direction. If Measure B passes, fundraising will focus on facilities – new facilities and those in need of renovation. If Measure B is not renewed, fundraising will focus on keeping the lights on and the doors open at the libraries that remain.

To meet this challenge, the Foundation will begin working on a strategic plan in November 2012 to establish its immediate and long-term goals for support of the Library.

The Fresno County Public Library offers something for everyone and we are proud to do our part to ensure that it has the necessary funding to meet the needs of the many communities it serves.

Greg Bethke, CPM, President



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Board Members

Greg Bethke, CPM, President

Austin B. Ewell III, President-Elect

Brigeen K. Radoicich, Secretary

Al Galvez, Treasurer

Jane Bedrosian

Nancy Kast

Robert Kolbert, ChFC, AEP

Dora Westerland

Jim Whittlach



INCREASING PUBLIC AWARENESS AND SUPPORT

The Friends of the Fresno County Public Library

2012 has been an exciting year for Friends of the Library. Although the economy has struggled, we have maintained our membership level and added new Friends branch groups. We have added WiFi service in more branches and continued to work with Library staff to improve programs and services in our branch libraries as needed. Our Big Book Sale brought in \$28,000 that will be divided among the branches to help meet their most critical library needs.

Nancy Kast, President



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HIGHLIGHTS

- In partnership with CBS47 On Your Side, A Book Barn and Sierra Vista Mall, more than \$28,000 was raised for Library services through the first-ever Book Drive and Sale.
- The FOL received a grant of \$18,000 from the Laine Albrecht Foundation to expand WiFi access to 19 additional libraries.
- FOL volunteers stepped up their advocacy support to educate the community about the importance of renewing Measure B.
- The 22nd Annual Dinner in the Library celebrated the life of John Kallenberg, retired County Librarian, and helped raise funds for the endowment.

Board Members

Nancy Kast, President
 Shannon Hunter, 1st Vice President
 Hilary Malveaux, 2nd Vice President Membership
 Susan Krikorian, Secretary
 Jim Poptanich, Treasurer
 Gary Cardaronella
 Linda Beltramo
 Lyn Peters
 Joshua Tehee
 Jane Bedrosian



INCREASING PUBLIC AWARENESS AND SUPPORT



2012 Donors

Mr. Allen Ayvazian
Mr. Bruce Bowen
Mr. & Mrs. David Cehrs
Ms. Jennifer Crow
Mr. Leonard E. Deal
Ms. Karon L Fenn
Friends of the Fresno County
Public Library
Mr. & Mrs. Ben From
Beth & John Garabedian
Charitable Foundation

Mr. & Mrs. Thomas A. Gonzales
Mr. Jim Hagopian
Ms. Christina Lee
Linden Publishing, Inc.
Ms. Lorraine Longacre
Mrs. H. Laverne Lowe
Mr. & Mrs. Rod Maslowski
Mrs. Frances Metcalf
Ms. Gail Misaki
Mr. & Mrs. Donald B. Pedersen

Ms. Michelle Perry
Mr. & Mrs. Popenoe
Ms. Cicely E. Roberts
Mr. & Mrs. Matthew A. Rosenfeld
Mr. Curt Seifert
Selma Chroma Club
Mr. & Mrs. Jack D. Vance

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Highlights

- **Developed a strategic plan** that will help guide activities for the next 3 years.
- **Opened** a new branch in Tranquillity, and renovated the Central Library to improve access and the customer experience.
- **Adopted** a cluster management model to maximize efficiencies within the 34 regional and branch libraries.
- **Expanded the** "New and Now" DVDs and best seller collections at the Central Library and designated branch libraries.
- **Launched** the Foundation for the Fresno County Public Library to raise major gifts for facilities, collections and programs.



SUPPORTING EDUCATION AND LEARNING OPPORTUNITIES



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The Call of the Wild by Jack London built excitement for the Library's sixth Big Read with themes of survival, wildlife and adventure. As 2012 activities came to a close, the Library was thrilled to learn that it was selected to host another Big Read in 2013 featuring *Bless Me, Ultima* by Rudolfo Anaya.



The annual Summer Reading Program kicked off with a huge party at Sierra Vista Mall that attracted hundreds of children and parents. The addition of an Adult Summer Reading component allowed the "young at heart" to earn rewards for their summertime reading too. Adults were eligible to win a Kindle eReader.



In celebration of National Poetry Month, the Library hosted a Poetry Contest and Awards Ceremony. Students in Grade 3 through college shared their creative writing talents with an open mic poetry reading at the Awards Ceremony. Thirty aspiring poets were given awards for their work.



ORGANIZATIONAL CULTURE

IMPROVING OUR PLACES AND OUR SPACES



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A new library opened in the rural community of Tranquility in western Fresno County on July 23, 2011. The tiny storefront facility was replaced by a 3,484 square foot building with capacity for more than 6,200 books, DVDs, CDs and other materials plus additional computers, meeting and study rooms, a homework center, wi-fi, and laptop checkout.



The Central Library was redesigned to provide better access and customer service. New features include an information desk, fresh paint and updated lighting, and a centralized Digital Island that includes dedicated workspace for public computers and laptop users with access to free WiFi. The Literacy Services Center was relocated to the Central Library as well.



Other branches were also improved. The Clovis Regional Library received new carpeting and paint plus upgrades to the lighting and roof. The Politi branch was upgraded with reinforced shelving.



EXPANDING AND INTEGRATING

Technology



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Nearly 5,000 e-books and 1,500 audiobooks were added to Fresno County libraries. To help market the expanded technology, the nationally-touring Digital Bookmobile made stops at the Woodward Park and Fig Garden Regional Libraries.

A new **RESEARCH IT!** Web resource improved customer access to the vast library collection of online research tools through a single dashboard page organized by popular subject categories.

WiFi access was expanded to bring the total number of branches with this service to 19. The expansion

was made possible by an \$18,000 grant from the Laine Albrecht Foundation through the Friends of the Fresno County Public Library.

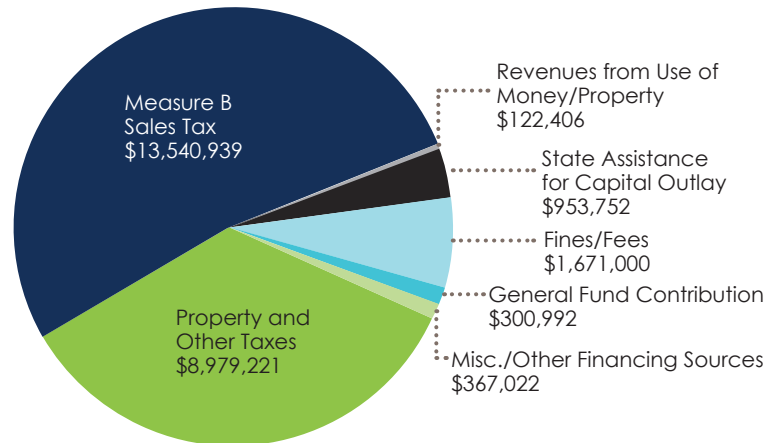
Self Checkout service was implemented at the Central Library and many branches, including Tranquillity, Auberry, Bear Mountain, Caruthers, Kerman, Mosqueda, Selma, Reedley, and Sanger.



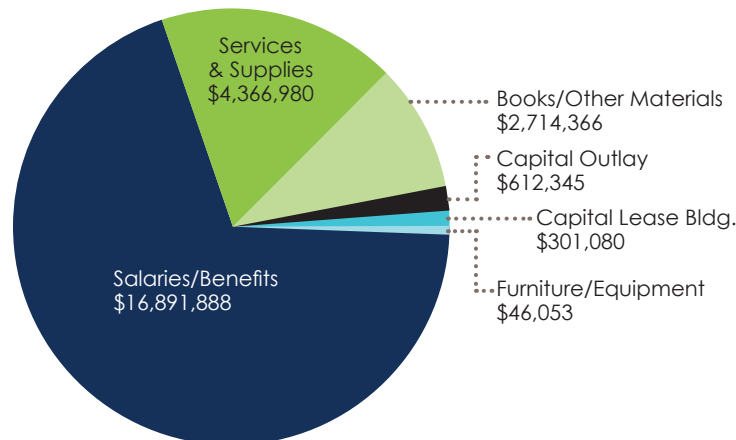
ACCOUNTABILITY



REVENUES



EXPENDITURES



LIBRARY USAGE	2010-2011	2011-2012
Service Population	912,571	919,379
Service Hours	76,685	76,398
Staff	355	292
Volunteer Hours	39,287	57,563
Library Cardholders	289,665	299,756
Books/Materials	1,168,416	2,452,070
Materials Checked Out	2,874,259	3,989,774
Computer Sessions	839,837	787,326
Programs	4,603	3,467
Program Attendance	95,201	60,275

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Measure B Oversight

Portions of the annual budget dealing with Measure B revenues and expenditures are reviewed quarterly by the Citizens Review Panel for Measure B to ensure that the budget is in compliance with objectives outlined in the Measure B ordinance.

OBJECTIVES OF MEASURE B FUNDING

- Increase open hours at branches.
- Replace worn out materials and add new books for use.
- Expand programs and services to children, young adults and adults.
- Re-establish locally funded literacy services.
- Maintain local branch equipment and fixtures.
- Restore library facilities maintenance.
- Construct new libraries and remodel existing facilities.



FRESNO COUNTY BOARD OF SUPERVISORS

The Fresno County Public Library is under the purview of the County Board of Supervisors and reports to the County Administrative Officer.



Deborah Poochigian
Chair, District 5



Phil Larson
District 1



Susan B. Anderson
District 2



Henry Perea
District 3



Judith G. Case
District 4



John Navarrette
County Administrative Officer

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