

BOARD OF TRUSTEES MEETING

Thursday, August 20, 2015

4:30pm

Emily Lee Room

AGENDA

- I. Call to Order
- II. Public Comment
- III. New Business
 - a. Resource Library Agreement for 2016 (enclosure one)
 - b. Preliminary budget information
- IV. Consent Agenda
 - a. Approval of the minutes of the July 16, 2015 regular board meeting (enclosure two)
 - b. Personnel Report:
 - i. Terminated PT: Dawn Harty, Ricardo Vidal
 - c. Report of vouchers and credit card purchases to be presented at the meeting
 - d. Financial report for the past month to be presented at the meeting
 - e. Library Director's report (enclosure three)
 - f. Dashboard Report for the past month to be presented at the meeting
- V. Old Business
 - a. Grant application (information, enclosure four)
- VI. Items for the Next Agenda
 - a. 2016 budget draft
 - b. Update on grant application

VII. Next meeting date September 17, 2015

VIII. Adjournment

If you are disabled and have accessibility needs or need information interpreted for you, please call the Racine Public Library's Business Office at (262) 636-9170 at least 72 hours prior to the meeting.

**AGREEMENT between LAKESHORES LIBRARY SYSTEM
and RACINE PUBLIC LIBRARY
for RESOURCE LIBRARY SERVICES for 2016**

Subject to the terms and conditions of the Lakeshores Library System Member Library Agreement, Wisconsin Statute 43.16, and Wisconsin Statute 43.24(2), Sections a), b), and d), the Racine Public Library shall provide services (reference services and resources, cataloging and computer expertise) for the member libraries of the system. The Lakeshores Library System shall provide the Racine Public Library the following amount for services rendered during 2016. Payments are as requested by the Racine Public Library and incorporated into the system program plan and budget for services for members of the system.

2016 Contract Payments to Racine Public Library

Category	Amount
Services and resources	\$5,000

LAKESHORES LIBRARY SYSTEM



Board President

7/21/15

Date

RACINE PUBLIC LIBRARY

Board President

Date

RACINE PUBLIC LIBRARY
BOARD OF TRUSTEES' MEETING
MINUTES
July 16, 2015

A regular monthly meeting of the Racine Public Library Board of Trustees was held on July 16, 2015, at 4:30 PM at the Racine Public Library in the Emily Lee Room.

Board members Melissa Kaprelian-Becker, Carole Johnson, Luisa Morales, Brian O'Connell, Dwayne Olsen, Sandra Riekoff and Michele Woods were present. Board member Chris Terry was excused. Business Manager Dan Schultz and Library Director Jessica MacPhail were also present. Tom Karkow, WRJN, was also present.

President Riekoff called the meeting to order at 4:30 PM.

Public Forum – none.

Election of New Officers

It was moved by Mr. Olsen and seconded by Ms. Johnson that the secretary cast a unanimous ballot for the slate of officers presented: President, Melissa Kaprelian-Becker; Vice President, Sandra Riekoff; Secretary, Carole Johnson. Motion carried.

Ms. Kaprelian-Becker took over as President and chaired the meeting.

Committee Reports – Ad-Hoc Building and Grounds Committee

1. It was moved by Ms. Riekoff and seconded by Ms. Johnson to accept the minutes of the July 9, 2015 Ad-Hoc Building and Grounds Committee. A revised report will be submitted by Library Planning Associates after they receive feedback from staff.

New Business

1. It was moved by Mr. Olsen and seconded by Ms. Morales to approve the revised Policy on Naming of Library Buildings and Spaces. Motion carried.
2. It was moved by Ms. Johnson and seconded by Mr. O'Connell to approve the contract with Michael Swendrowski, Specialty Vehicle Services LLC, in the amount of \$13,900, with the proviso that two on-site field visits are included. Motion carried.
3. It was moved by Ms. Riekoff and seconded by Ms. Johnson to approve the Offer to Purchase from Northterra Real Estate Group for \$1,200,000. Motion carried.
4. It was moved by Ms. Johnson and seconded by Ms. Morales to approve, conceptually, the Business Plan for the makerspace area. Motion carried.

5. It was moved by Ms. Johnson and seconded by Ms. Riekoff to approve the revised Letter of Intent to lease space at 500 Main Street for a makerspace area. Motion carried.
6. It was requested that board members submit recommendations for library board members to Ms. MacPhail, since there are now three vacancies to fill, including a City Council representative on the library board.

Consent Agenda

1. It was moved by Mr. Olsen and seconded by Ms. Riekoff that the following items be approved:
 - a. The minutes of the June 18, 2015 regular board meeting and June 9, 2015 special board meeting
 - b. Personnel Report
 - i. New hires, PT:
 1. Carrie Richmond
 2. Elena Bartzen
 - ii. Rehires, PT:
 1. Karen Perez-Castillo
 - iii. Retirement:
 1. Debbie Yale
 - c. The financial report for the past month
 - d. The vouchers and credit card purchases reports for the past month
 - e. Library Director's Report
 - f. Dashboard Report

Motion carried.

Old Business

Items for the Next Agenda

- a. Preliminary 2016 budget information
- b. Lease agreement
- c. State of the Library presentation to be scheduled

Next meeting date is August 20, 2015.

Having no further business to conduct, the meeting adjourned at 5:30 PM.

Respectfully submitted,



Jessica MacPhail
Recording Secretary

Library Director's Report

August, 2015

COMMUNITY VALUE

Customer Service

- Installed bulletin board for Suggestion Box comments and answers

Innovation/Improvement

- Library Board approved LOI to lease offsite MakerSpace area
 - Writing grant request, based on Business Plan
 - Met with landlord
 - Forming Advisory Boards
- Library Planning Associates presented draft report on remodeling current facility
- Library Board hired consultant Michael Swendrowski to begin process of replacing Mobile Library
- Library Board accepted Offer to Purchase land

Planning and Problem Solving

- Working on Strategic Plan with Edge Benchmarks and input from Community Conversations
- Attended monthly Mayor's briefing

Edge Benchmarks:

- Provide structured and regularly scheduled classes in the library / on digital resources to promote digital literacy in your community
 - Classes are provided regularly in the library
 - Begin again in the fall
- Provide real-time reference services (through short message services, instant messaging, Skype, Twitter, texting, or other interactive applications)
- Host group instruction at least quarterly on using online job-seeking, career development, and small business development resources to promote workforce development and entrepreneurship
- Select and organize online technology training resources, such as Gale's Ed2Go courses

ENGAGING THE COMMUNITY

Organizational Leadership

- Working on Facilities Maintenance Plan
- Requested meeting of the City Council Committee of the Whole to present State of the Library in July, 2015 (date not yet set)
- Chaired Wisconsin Public Library Consortium Digital Library Steering Committee meeting
- Met with Lakeshores Library System Library Advisory Committee

- Attended meeting of System and Resource Library Administrators Association of Wisconsin (RPL is the Resource Library for Lakeshores Library System)
- Met with Kenosha Public Library/Kenosha Library System Administrator several times to discuss collaboration strategies

Relationship with the Board

- Minutes are up-to-date on website, board packets sent on time
- Library Board accepted Offer to Purchase land and approved LOI to lease space for offsite Makerspace area
- New board officers elected
- New board members recruited – Ahmad Qawi was appointed and Roger O’Hagan is being recommended

Interpersonal effectiveness

- Working to make videos of programs more accessible to public
 - Nick Demske working on converting to YouTube channel
- Held series of discussions: Do Black Lives Matter, hosted by America’ Black Holocaust Museum Board Chair Reggie Jackson

Edge Benchmarks:

- Reflect library community’s digital needs in the staffing plan and management
 - Working with Department Heads on staff cross-training plan
 - Reference librarians will be able to teach classes again starting this fall
- Incorporate digital inclusion and innovation goals in library’s strategic planning and decision making
 - Library Board approved LOI to lease space for offsite MakerSpace area
- Strengthen existing partnerships and develop new partnerships to amplify the library’s reach and advance digital innovation goals
 - Creating community advisory board
 - Attended RUSD High School Transformation Visioning Phase Event, funded by the Ford Foundation
 - Met with RUSD staff to collaborate on makerspace ideas
 - Attended United Way presentation on Year Two Community Conversations
 - Was a reader of “To Kill a Mockingbird” during Barnes & Noble’s all-day readathon, the day before Harper Lee’s new novel was released
- Conduct community-representative focus groups on the community’s technology needs to help gather feedback from the community on its public technology needs
 - Community advisory board may give us some of this info
- Develop and maintain a plan that ensures the assessment and recovery of technology services in the event of an emergency
 - Working on Disaster Plan

- Participate in an on-going advisory body with key stakeholders that contributes to community digital inclusion and technology plans
 - Creating a MakerSpace community advisory board (physical and virtual)
- Conduct an assessment of community needs for technology resources for people with disabilities to help gather feedback from diverse members of your community on their public technology needs
- Provide and maintain a roster of community organizations to help distribute materials about library technology services
 - Community advisory board will provide some conduits
 - Meeting with James O'Hagan, the new Director of Digital and Virtual Learning for Racine Unified School District

ORGANIZATIONAL MANAGEMENT

Business and Financial Management

- Working on grant application with help from WBBIC for potential funders
- Working on budget for 2016

Personal characteristics that impact job performance

- Bulletin board installed to post suggestions and answers

Personnel/Management and Development

- New hires will begin this fall to solve the Librarian shortage this summer due to retirement, birth and medical issue; professional subs still working extra hours
- Attended follow-up webinar from preconference on Project Outcome
- Darcy and I are attending a conference on Re-Think It: Libraries For a New Age, and will visit makerspace areas
- Staff cross-training plan being worked on

Edge Benchmarks:

- Increase and manage your bandwidth to optimize the speed of your connection and improve the patron's Internet experience
 - Wi-Fi speed improved; still needs work
 - Fred is working on a new plan
- Ensure all public services staff are trained to answer 100% basic patron technology questions; Ensure at least 25% of public services staff (reference librarians) are trained to answer intermediate patron technology questions; and Ensure at least 10% of public services staff (staff experts) are trained to answer advanced patron technology questions
 - Working with Department Heads on staff cross-training plan
- Provide library staff with training at least annually on how to recognize and serve patrons with disabilities
- Provide library staff with access to a troubleshooting guide for network devices and peripherals, including call numbers and service provider information
 - completed, being updated

- Include specific accessibility goals in the strategic plan
 - Will meet with disability experts to determine community needs
- Provide at least one public terminal that can be converted with equipment or programs to facilitate usage by people with motor and dexterity impairments (e.g., touch screens, trackballs, switches, voice-recognition software) at all locations
 - Based on community needs, will recommend necessary equipment or programs

Program/Project Title (12/25)

Sam's Place: The Lost Art of Tinkering, a Racine Public Library makerspace

Funding Focus Area:

Arts, Culture and Humanities

Community Need Being Addressed (42/50)

"Sam's Place" will be a technology on-ramp for young people in grades 4K-12, teaching innovation and creative thinking through hands-on training and collaborative learning in a makerspace environment. Over time, this will increase the percentage of student achievement in science and math.

Request Amount:

Total Project Budget:

Funding Category: New project

Describe plans for securing funding needed to implement program/project: (9/150)

This grant application is our sole request for funding.

Please list committed or potential donors and amounts (1/150)

NA

What are your plans if you are unable to secure the funds needed to implement the program/project? (34/150)

The Racine Public Library is able to provide a limited number of makerspace activities in our current space. Those activities would continue. No expansion into an offsite facility would be possible with the library's current budget and staffing levels.

Program/Project Detail (500/500)

“Sam’s Place” (final name TBD) is a vibrant, colorful, busy space. The first floor invites people in to see what’s on display in the Showcase. Preschoolers play with Legos, clay, crayons, and other fun “toys” while they experience creating something new.

The second floor is full of students. The Artist-in-Residence, an electronics designer, shows third graders from Gifford how to make BristleBots for the Monument Square race while fifth graders are working on a robotic experiment. An MSOE intern and a student group from the Racine Civil Leaders Academy collaborate on a 3-D print a design. In the audio studio, a teen interviews his grandfather, who marched with Dr. King in 1963, for a StoryCorps program. The video studio is hopping as a music group tunes up in anticipation of their big YouTube hit; they will use the editing studio to refine their song and then upload the completed video using library computers. A homeschooled student and his mom are using computer software to design their costumes for the “Michael Jackson’s Thriller” musical number on Monument Square.

At night, the entire building is lit up as young people work on projects, collaborating with Prairie students doing their community service, volunteer professionals, expert hobbyists and paid instructors. They are learning from each other in an exciting and dynamic atmosphere. The new schedule for the TechMobile has just been posted, serving students who can’t get downtown at the schools and community centers. A group of professional graphic artists are using one of the conference rooms to review the designs submitted by middle school students for a local prize. The Student Advisory Board is meeting to finalize an equipment list and instructor needs for a project they want to take on.

Racine was founded by innovators, people who worked in an atmosphere of vitality and excitement. Sharing their ideas and collaborating on projects was their community “commons”, exulting in their successes and learning from their failures. They were stimulated by the technology they were developing, growing into huge industries which supported each other.

This is our inspiration and vision for Racine’s new makerspace: teaching innovation and creative thinking through hands-on training and collaborative learning in a makerspace environment, and inspiring future innovators to say, “I come from Racine.” Honoring Sam Johnson, innovator and community supporter, Sam’s Place is 13,000 square feet leased at 500 Main Street, operated by the Racine Public Library board and staff, guided by advisory boards.

Why is this the library’s project? In 1932, the Racine Public Library provided the nation’s first preschool storytime, increasing student achievement in partnership with the schools, and that

focus has continued. Schools can't do it alone; ¼ of taxpayers do not have children in school. As student achievement rises, crime rates fall, the tax base rises, businesses improve, and property values rise.

Entry level jobs require a skill level equal to a 2-year community college certificate. Library makerspaces provide students the opportunity to learn by doing, and so increase math and science achievement levels.

Define the Anticipated Program/Project Outcomes (146/150)

In the first year of operation, 6400 students, preschool-high school age, will visit. Instructors will teach them innovation and creative thinking through hands-on training and collaborative learning on specialized equipment and/or software. 95% will use software or equipment and 80% will improve their skill level. 75% will make something and 50% will teach someone else how to make something. 60% will receive certification and collaborate on a project. 20% will visit more than once to work on a project. One percent will use their new skill to further their education or improve their finances. Over time, math and science achievement levels will increase.

Participants' age, special population status, ethnic background, skill levels before and after their visit, and the use students make of their new skills will be recorded. The targeted groups will all be reached, within 20% of goals. Special population status will be tracked.

Describe the Strategies to Achieve Proposed Outcomes (115/150)

Resources will be recommended by the advisory boards with the goal of providing current equipment and technology for hands-on collaborative learning opportunities. Resources available will include high-tech equipment such as 3D printer, 3D laser scanner, vinyl cutter, sound studio, video studio, computers with a variety of creative software, camera equipment, etc.

Preparing for each class will take an average of 20 staff hours, including researching equipment and software, testing, and writing curriculum, as well as setup, actual instruction, helping students, and cleanup.

Volunteer mentors and instructors will be recruited from the community to assist in collaborative learning activities. New learners will be encouraged to teach others. Special populations will be invited to learn and teach.

List Any Linkages or Collaborations with Other Organizations and How These Will Help to Achieve Outcomes (83/150)

Connections have been made between the library and makerspace experts, education Racine Unified, the private and parochial schools, higher education, the local arts and technology community, and local agencies (City of Racine Police Department, City of Racine Parks, Recreation and Cultural Services, Racine Art Museum, Racine Heritage Museum). Three advisory boards (community, student and virtual) will help design the space, write the job descriptions, recruit and interview staff and volunteer instructors, advise on equipment and software, recruit special populations, and help with fund-raising.

How Will Outcomes be Tracked and Measured? (149/150)

For all participants, including users, mentors, instructors, experts, partners, collaborators, trainers, etc., the registration will include a library card application and will ask ethnicity, special population status, and participant's skill level and confidence with equipment and software.

Visits, use of equipment (number of times used, total hours used), supplies used, items or things made (number, type), etc., will be counted. Outcomes of use, such as use of items or things made, how items or things made were marketed, to whom they were marketed, how they were marketed, etc. will be tracked. Outcomes of changes in familiarity and confidence with equipment and software, and how they are used to change a participant's life through education, new business, mentoring, economic status, etc., will be measured. The library will use surveys and focus groups, following up over time, and report numbers in aggregate. These measurements will be posted on Sam's Place website.

How Will Outcome Measurement be Used to Make Changes in Your Program/Project, if Needed? (146/150)

The Advisory boards and participants will regularly review all measurements and outcomes with participants. Feedback will be requested via social media, in person, by surveys, and changes will be implemented when needed. The process of change will be fluid and barrier-free.

Questions to be asked: what led you here? What did you learn at Sam's Place? What did this lead you to? For example, did you finish high school online, start a business, go to Gateway,

attend college, get a job, develop a new skill, improve your finances, connect with others in the community, learn about resources that you didn't know existed, employ others, teach someone else a skill you learned or had? What specifically in the creative center was most helpful and why?

This will also be measured by activity in Sam's Place - number attended, number of technologies used, how many returned more than once.

**How Will Your Program/Project Improve the Community Need it is Designed to Address?
(145/150)**

Sam's Place will improve technology skills for Racine residents by giving young people an on-ramp to technology. Students learn best in a hands-on learning environment, where they can collaborate and teach each other what they've discovered. This creates an exciting environment full of vitality and energy. Students will become adept at using equipment and software, and develop confidence in their ability to not only learn new technologies but teach others and collaborate on new projects.

Sam's Place enhances and supports what is happening in school, the same way that library collections and programs enhance and support curriculum. RUSD, parochial and private schools are all represented on the advisory board so that resources are aligned, not duplicated. The schools are moving in this direction, and by working with them, the library offers opportunities for students to go beyond what the schools have the capacity to offer.

**Describe Qualifications of Staff/Volunteers Responsible for Implementing the
Program/Project (149/150)**

The mission of the Racine Public Library is to enhance our community's quality of life by providing information, ideas, and creative works. The Mayor and County Executive appoint the governing body, the library board of trustees; they hire the library director who runs the library.

Jessica MacPhail, Library Director since 1999, received her Master's in Library Science in 1976. Darcy Mohr, Manager of Adult and Youth Services, received her Master's in Library Science in 1987 and will oversee Sam's Place.

Diverse community and student advisory boards will be established representing education, arts, and technology to set strategic directions on equipment, activities, partnerships, marketing, scheduling, and fund-raising.

A full-time manager experienced in Makerspaces will implement the vision and supervise the staff who handle scheduling, customer service, training, instruction, equipment setup and maintenance, and outreach. A grant writer, public relations coordinator, and volunteer coordinator will also be needed.

If the Program/Project is Expected to Continue Beyond the Grant Period, Describe Plans for Sustaining the Initiative (33/150)

One of the positions requested is a grant writer, who will work with community, state, and national partners to sustain the program. The advisory boards will be asked to research new opportunities, connect with new partners, and develop fund-raising ideas and suggestions.

How Will You Reach the Populations You Plan to Serve? (159/150)

Since Sam's Place will have many more interested users than there is capacity for, the lowest-performing schools recommended by RUSD and the private/parochial advisors will be targeted first and busing will be provided during school hours. Staff will work with the schools to schedule class visits during the day and after school. Night and weekend classes will be available.

The advisory boards will be interactive advocates and conduits with the community, including traditional media, social media, cable channels on local TV, word-of-mouth and direct contact. The tech community will be invited through social media, visiting local groups, MakerFaires and businesses. Artists-in-residence will be recruited at local art fairs and community events, as well as through businesses and word-of-mouth.

Sam's Place will have its own website, Facebook page, Instagram account, YouTube channel and Twitter account (and other social media streams as they arrive).

Sam's Place will be promoted at the library via print, website, social media, word-of-mouth and during programs.

How Will You Involve These Populations in the Design and Implementation of the Program/Project? (150)

The community and virtual advisory boards will identify the skills that students lack, and recommend projects which will improve those skills. They will identify equipment and software which will be necessary, and will help recruit qualified instructors.

The student advisory boards will recommend equipment and software that they would like to use for projects they would like to take on. The community and virtual advisory boards will confirm the equipment and software needed and recruit a qualified instructor for each project.

The advisory boards will all help in the evaluation of each project and brainstorm ways to improve the program.

Demographics:

SC Johnson Engagement:

SC Johnson Employee Involvement: Please list the names of any SC Johnson employees who are actively serving as volunteers. If none, enter "NA"

NA

Recognition and Visibility: Explain how SC Johnson will receive recognition and visibility for this request (149/150)

SC Johnson will have a major presence on the Sam's Place Advisory Board and help determine the direction, programs, equipment, etc. of Sam's Place

The Library will issue a press release announcing SCJ's major sponsorship role in this program, with wording approved by SC Johnson. Any future press releases will first be approved by SC Johnson and use that wording, such as "Sam's Place, sponsored by SC Johnson"

All references to Sam's Place in printed promotional materials (posters, flyers, etc.) will say "Sam's Place, sponsored by SC Johnson" or other wording approved by SC Johnson

All references to Sam's Place in social media (Facebook, Twitter, Pinterest, etc.) will say "Sam's Place, sponsored by SC Johnson" or other wording approved by SC Johnson

All references to Sam's Place on the Library's or Sam's Place website will say "Sam's Place, sponsored by SC Johnson" or other wording approved by SC Johnson