

Deschutes Public Library

2011 Results Policy Monitoring

Section I

Executive Summary

The 2010/2011 fiscal year marked a year of great struggles and great successes.

Deschutes Public Library (DPL) faced the first negative growth in funding since its formation in 1999. Unprecedented drops in the Deschutes County property values required cut backs in public service hours, personnel, and services.

The library staff proactively responded to these by retooling programs, working with community partners and focusing on board priorities. This report is evidence that even in tough times we are dedicated to excellent customer service and are still a force for transforming and enriching lives in our community!

The opening of the East Bend Public Library in March 2011 marked the culmination of years of planning to address service needs to over 40,000 residents and active library customers living in east Bend. From opening day the new library has proved popular and necessary to this growing community.

Conclusion

The Library District is achieving the Board's Results Policies at a good to excellent level.



Section II

In-depth analysis of individual Board Results Policies

POLICY TITLE: Purpose, Results, and Priorities (approved 02/09/11)

Residents of Deschutes County freely and openly access ideas and information to enrich their lives through literature, other cultural resources and life-long learning consistent with the wise application of the funds and other resources of the district. Library patrons who are not residents receive the same benefits as district residents as long as the increased competition for district resources will not result in a significant reduction of services to district residents.

Analysis

We regularly monitor populations outside the DPL service district that may have a financial impact on our services.

Successes

A formal reciprocal borrowing agreement is in place with Jefferson County Library District. In addition, the District entered into talks with the Crook County Library to formalize reciprocal agreements.

Challenges

- Klamath County Library users impact public services in La Pine and the DPL collections. The District initialized discussion on this issue with the Klamath library director.

ONE

**PEOPLE OF ALL AGES
ACQUIRE A LOVE FOR
READING AND A DESIRE FOR
KNOWLEDGE.**

RESULT 1A

Residents who want materials to enhance their leisure time find what they want when and where they want them and obtain the help they need to make choices.

Analysis

The Deschutes Public Library continues to monitor library collections ensure that we are meeting the needs of our customers. The use of

survey methods, statistical analysis, and innovative collection management helps make the DPL collections one of the best in the State.

Successes

- “Floating Collections” continue to keep collections fresh and reflect community interests.
- Enhanced reading lists created on the public website for adults, children, and teens.
- 92.6% of patrons surveyed found a title of interest while visiting the library.
- Digital Downloads collection nearly doubled and circulation grew by 102% to over 41,000.
- Increased financial commitment to the Digital Downloads collection to allow for collection growth and user friendly hold ratios.

- Over 50,000 Tumblebooks viewed (online eBooks for children).

Challenges

- Materials budget remained at 2009 funding levels as demand and costs increased.

RESULT 1B

Adults attend well-designed informative programs that stimulate discussion, curiosity, and an appreciation of reading. The programs are organized by the library using modest staffing and funds supplemented by donations and grants.

Analysis

Once again we had another successful year of diverse programs for our communities that engaged the public in discussion and raised awareness of the library’s collection and resources. Monthly themes tied-in with our new brand “Know More” and each month we focused on one theme throughout the District. This simplified our program publicity of programs, created consistency amongst all of the libraries, and showcased the Library’s collection using displays focused on the monthly theme.

Successes

- The “Know Author” series brought in authors from around the region.
- “Words on Tap” partnered the library with a local brewery to bring in over 300 people for an author and music event.
- “Spoken Word” programs with world-class poets, partnering with COCC and CTC.
- Six “Civic Dialogue” programs with partners City Club of Central Oregon and the Oregon Humanities.

- Monthly “Art Envy” and “Second Sunday” programs brought in local art, artists, and writers. Held in partnership with Nature of Words and local writer’s roundtables.
- “Music in Public Places” programs in conjunction with the Central Oregon Symphony.
- During the “Week of the Child,” the importance of early literacy skills was presented to a full house at the Tower Theater.
- Highly diverse and successful Novel Idea programs.

Challenges

- Our greatest challenge is continuing to find the right program, at the right time, for the right audience, at the right library. After more than ten years of program experience and data analysis, we believe we have a deeper understanding of our community needs, but occasionally have low program attendance at the smaller libraries in La Pine, Sisters, and Sunriver.
- Local staff has become more engaged to assist with ideas from the local communities that can tie-in with the monthly theme and have appeal with the local audience.

RESULT 1C

Teens attend well designed, informative presentations and programs organized by the library that stimulate discussion, curiosity, and an appreciation of reading. The programs are organized by the library using modest staffing and funds supplemented by donations and grants.

Analysis

Deschutes County teens are well served by the library. Years of experience have shown that our most successful programs occur in the schools where we can reach the largest percentage of the population.

Successes

- The teen author program was very successful, reaching 1,266 students at nine schools.
- 3,199 teens attended 234 programs.
- Recreational/drop-in programs are adapted for each community, and community librarians remain flexible as the popularity of



after school programs change.

Challenges

- Community librarians in Redmond, Sunriver, La Pine, and Sisters are now working in two locations, which mean fewer opportunities to visit schools and build relationships.
- Staying one step ahead of teens and what they want to do or hear at the library.

RESULT 1D

Children attend well designed story times and programs that stimulate discussion, curiosity, or appreciation of reading. The programs are organized by the library using modest staffing and funds supplemented by donations and grants.

Analysis

DPL continues to be a state leader in children's programming and services. The addition of the East Bend Library expanded children's services, reaching a larger, broader population.

Successes

- 31,306 children and adults attended 1,151 programs.
- 2010 StoryStar Jim Gill entertained a full crowd at the Tower Theatre.
- Early literacy storytimes continue to be well attended.
- Storytime attendees at East Bend are new customers and families that never visited Downtown Bend.

Challenges

- After school programming seems like a good idea, but receives scant attendance.
- Bookmobile service ended in May 2011, due to budget limitations.
- Most of the community librarians now work in two locations, which make building relationships with children, parents, and teachers challenging.

RESULT 1E

Residents attend programs and obtain services that promote

understanding and an appreciation of their personal heritage and the heritage of others in the community. The programs are organized by the library using modest staffing and funds supplemented by donations and grants.

programs that can serve both Spanish and English speaking customers.

RESULT 1E(I)

Residents attend programs that promote understanding of the Latino community.

Analysis

To cultivate a deeper understanding of one's heritage, and the heritage of others, a number of intriguing programs were organized and presented.

Successes

- In September, we celebrated the Latino culture with Mexican cooking classes, dances from Latin America, Latin American guitar, and the art of Frida Kahlo.
- A few days prior to St. Patty's Day, more than 300 people attended an evening of Irish stories and song at McMenemy's with author Brian Doyle and the Hanz Araki Trio.
- We partnered with the Oregon Humanities and City Club of Central Oregon with two Conversation Project programs titled "Of the People for the People" and "Seeding a Sense of Place." Both of these programs created enriched discussion regarding our sense of place in the world and in our nation.
- We visited the distant land of Qatar through our Novel Idea selection this year, *Kapitoil*. We held more than 10 programs that concentrated on the food, people, natural resources, faith, and culture of Qatar.

Challenges

- Perhaps our biggest challenge is reaching the Latino community during Hispanic Heritage month. It is difficult to organize bi-lingual

Analysis

We celebrated Latino culture through a month-long series of programs that included food, dance, music, history, and literature of Latin America. This year, programs were popular with the Anglo community but not so with Latino community. Three of the ten programs were presented in both Spanish and English.

Successes

- Hispanic Heritage Month.
- All summer reading program materials were available in Spanish and English.

Challenges

- Due to limited resources, the Latino outreach budget was combined with the programming budget of Community Relations which created a more robust variety of events.
- The majority of participants remain Anglo and not Latino. It is a challenge to entice the Latino community to attend library programs and we believe they are better served with more family-focused programs in their native language.

RESULT 1F

Residents obtain the services and the support they need to express themselves by creating original

print, video, audio, or visual material in a physical or virtual environment.

Analysis

While this area was de-emphasized due to budget restraints, the Library provides excellent resources to encourage and support the creative mind.

Successes

- Internet access allows our patrons to connect to the world via social networks such as Facebook.
- High bandwidth facilitates access to web-based software applications.
- Public computers across the district were either replaced or upgraded.

Challenges

- Expansion of information technology competes with other building space needs.
- Educating users on web-based software.

majority of this increase is due to increased and improved training of staff and seamless delivery at all public service desks, as well as opening a new library in East Bend.



Successes

- Reference transactions increased by 45.2%
- Staff assisted over 300,000 customers in the fiscal year.
- Customer email requests and/or questions to staff increased 10%.

Challenges

- Staff are doing more with less (10% decrease in public service staff).
- Staff training to provide all services at all desks (Downtown Bend and Redmond).

TWO

RESIDENTS OBTAIN INFORMATION TO RESOLVE AN ISSUE OR ANSWER A QUESTION AND HAVE THE SKILLS TO SEARCH FOR, LOCATE, EVALUATE, AND EFFECTIVELY USE INFORMATION TO MEET THEIR NEEDS.

Analysis

Customer transactions with staff increased dramatically. Some of this increase was due to new measurement methods. However, the

RESULT 2A

Students obtain information relevant to school assignments using library district services that have been designed to supplement school libraries and media centers.

Analysis

Library Linx added four schools during the 2010–2011 school year—two in the Bend-La Pine School District, and two in the Redmond School District. That brings Linx to a total of 24 schools. However, library staff continues to visit all interested schools, promoting library services, presenting booktalks, and telling stories.

Also, the district’s Library Linx program entered a new phase, as the hardware component traditionally deployed in each school was replaced by a simple web application component.

Successes

- With the advent of a “web-only solution” for the Linx program, the district will be able to adopt more schools and ultimately serve more students with little to no added hardware or software costs.
- 5,142 students and teachers learned about library services during 183 presentations by library staff.
- Four schools were added to the Linx program.

Challenges

- The migration from the original hardware to a web-based solution, and subsequent training of school media specialists, presented significant challenges in some instances.
- The re-occurring registration and Linx application process continues to be a staffing challenge.
- Most community librarians now work in two locations which make it more difficult to arrange school visits, be available when a

class comes to the library, and build relationships with school staff.

- It is difficult for school staff meetings to have adequate time for library staff to promote library services.

RESULT 2B

Adults and teens access the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Analysis

We continued our successful partnership with WorkSource Oregon to provide critical training.

Successes

- Maintained DPL’s Job and Career Web Page (<http://www.deschuteslibrary.org/careers/>).
- Over 10,000 pages viewed in Career Cruising (subscription Online Resource for careers).
- “College and Career” web page targeted to Central Oregon teens.

Challenges

- Providing basic level computer support to drop-in job seekers and résumé creators.

RESULT 2C

Residents access the resources they need to make informed decisions about health, finances and other life choices.

Analysis

Partnerships have been key to DPL’s success in delivering these services and making our customers aware of our resources.

Successes

- Tax assistance provided in our computer class rooms to low income customers provided by Partnership to End Poverty.
- Job seeking computer classes and other related training supported by our partnership with WorkSource.
- Purchased a new online database, Career Cruising, to support the above and other customers with career assistance needs.

Challenges

- Decrease in staffing, increase in demand.

RESULT 2D

Businesses and non-profit organizations access the resources they need to develop and maintain strong, viable organizations.

Analysis

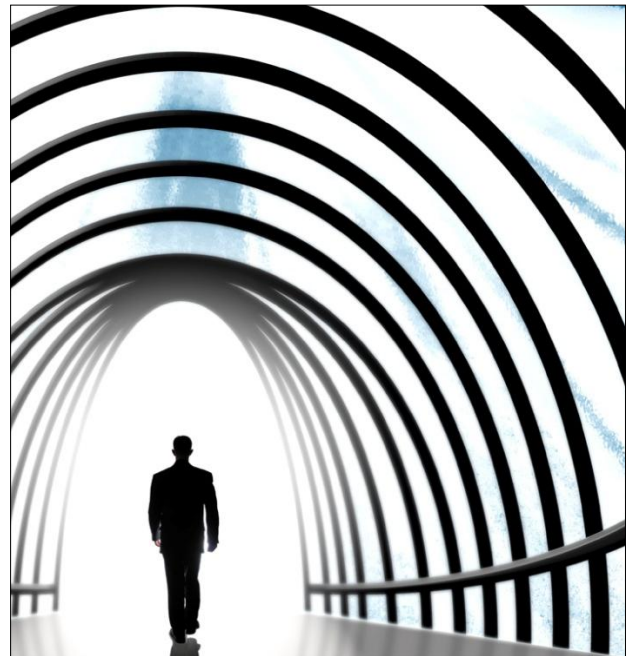
Partnerships and a new community librarian model have attributed to success in this area.

Successes

- Community librarians are involved with business-related organizations in all of our communities.
- Community librarians are providing presentations and trainings to address business information needs.
- Book-A-Librarian is primarily focused on supporting small business owners, entrepreneurs, and other job-related endeavors.
- Developing or initiating partnerships with the following:
 - COCC/SBDC

- EDCO
- All Community Chambers
- SCORE

- Added First Research Online Resource (industry profiles, overviews, and trends)



Challenges

- Developing staff skill sets to address the business community.
- Raising community awareness of the library as a resource for small businesses, non-profits, entrepreneurs, and other related parties.

RESULT 2E

Residents access the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.

Analysis

Libraries still provide excellent resources for genealogists but we are seeing a diminishing trend in their use.

Successes

- Hosted educational presentation for staff and local historians and genealogists about new Oregon Digital Newspaper Project.
- Provided more efficient processes for genealogical searches including online ILL requests.
- Reestablished partnerships with local genealogical organizations.

Challenges

- HeritageQuest online database had 32,515 searches compared to 37,158 searches the previous fiscal year.

RESULT 2F

Residents find information about the wide variety of programs, services and activities provided by community agencies and organizations.

Analysis

Our many community partnerships throughout the Deschutes County help keep staff and therefore our public informed of resources and services available.

Successes

- Library sponsored volunteer fairs across the county highlighted community agencies.
- Strong partnerships with local providers such as the Red Cross, NeighborImpact,

Partnership to End Poverty, Homeless Leadership Council, United Way, homeless shelters, food banks, and so on.

- Support for families through partnerships such as Partnerships for Young Children and LAUNCH.

Challenges

- Providing appropriate referrals to customers who may be hesitant to reveal their emergency needs.
- The economic downturn has adversely affected many of our potential partners.

RESULT 2G

New immigrants obtain information in a supportive environment and use library resources designed to assist their transition to life in Central Oregon.

Analysis

At this time, Latinos make up the majority of the population that may be considered “new immigrants.”

Successes

- We leveraged partnerships with local organizations to reach the Latino community.
- DPL materials translated into Spanish to better serve this population.

Challenges

- Recruiting bi-lingual staff.

RESULT 2H

Residents efficiently locate and obtain relevant and useful online information.

Analysis

Online usage is the library's fastest growing service.

Successes

- Nearly 402,000 holds placed through the catalog.
- 414,022 items were renewed online.
- Over 200,000 searches in our Gale Online Resources.
- Digital Downloads grew by 102%.

Challenges

- eBooks do not work with Kindle devices.

- Average wireless device access has increased by 70% within the last year, due to the realignment of security restrictions for connecting devices. We are seeing many more "smart portable" devices such as phones, tablets, and readers.
- Current Internet access capability has been expanded to include 25 additional computers in our new East Bend location, with the flexibility of choosing either a desktop or laptop computer.
- Bandwidth usage has doubled from 20% to 40% utilization within the last year.



RESULT 2H(I)

Residents have high-speed access to the digital world with no unnecessary restrictions or fees.

Analysis

The only charges for technology usage are the minimal fees for extra print jobs. To ensure proper technology resource management, the library limits the time allowed for computer access. However, recent modifications to the PC management system allow for extended usage of up to three hours per day.

Successes

- Public computer use continues to grow at a significant rate. Users have greater flexibility in session length and available resources.

Challenges

- With the significant increases in patron and visitor usage, there are more help desk issues to be addressed.
- The biggest challenge is to be able to adapt our technology growth plan, within our fiscal constraints, to support the increasing demand for online access methods which are robust, relevant, and secure for end users.

RESULT 2I

Adults and teens have the support they need to improve their information literacy skills to meet their personal goals and fulfill their responsibilities as citizens.

Analysis

The library places a high emphasis on providing education opportunities for teens and adults that support their information literacy skill development.

Successes

- We utilized skilled volunteers to assist customers with the computers in Bend.
- Staff is highly qualified to assist and guide customers in their information seeking.
- School visits are consistent and students are frequently exposed to ideas of information literacy and print literacy.

Challenges

- Meeting the wide variety, expertise level, and scope of information literacy needs.

- East Bend Public Library opened in March 2011. Attendance at the new library is averaging 500 visitors per day.
- A matching grant from SDAO was awarded to DPL to install security cameras at each location.
- La Pine Park District Event Center is being renovated and La Pine Frontier Heritage Park is now monitored by the La Pine Park District alleviating pressure on the La Pine Public Library and staff.
- A continued focus on partnerships allows our libraries to be vital community centers that focus on the district mission.

Challenges

- In all libraries noise control is difficult at certain times, which conflict with other users' quiet time.

THREE

**RESIDENTS OF ALL AGES,
CULTURES, AND
BACKGROUNDS FIND SAFE
AND WELCOMING PHYSICAL
PLACES TO MEET AND
INTERACT WITH OTHERS OR
TO SIT QUIETLY AND READ
OR ACCESS VIRTUAL SPACES
THAT SUPPORT
NETWORKING.**

Analysis

All of Deschutes Public Libraries continue to be attractive, safe, and inviting spaces for each community.

Successes

RESULT 3A

Library users enjoy the library as a gathering space and cultural center for their community.

Analysis

The Library has become the community gathering space in the five cities of Deschutes County. We offer a place for people to gather to discuss relevant topics that affect their daily lives with new neighbors and old friends. The Library serves as a neutral environment to tackle some of the tougher issues facing our society today.

Successes

- Through our Conversation Project series, Music in Public Places series, and the Second Sunday series, we offer a space for a

variety of people to come together to discuss, engage, and enjoy live music and author readings.

- These programs create a relevant and dynamic cultural center free of charge for all ages.

Challenges

- Even with the addition of the East Bend Public Library, the Library falls below state and national library standards for square footage per population.

RESULT 3 B

Library users browse the collection, conduct research, or engage in personal reflection free from unreasonable disturbances or distractions.

Analysis

All DPL facilities are geared toward maximizing the browsing experience. Marketing books, CDs, and DVDs with face-out displays highlights our collection.

Successes

- The addition of the East Bend Public Library relieved pressure on the Downtown Bend Public Library, freeing up seating and gathering areas.
- The East Bend Public Library was designed to maximize the browsing experience while also maximizing comfortable seating and gathering areas.

Challenges

- Even with the addition of the East Bend Public Library, the Library falls below state

and national library standards for square footage per population.

RESULT 3 C

Residents obtain the information they need to support and promote democracy: to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision-making.

Analysis

The District Library Board placed a special emphasis on this result last year. The library staff took this challenge and created innovative and exciting programs to emphasize the library's role in encouraging civic dialog.

Successes

- “Know Elections” programs: working in close partnership with the League of Women Voters we were able to host several voter’s forums to learn more about important issues on the ballot. This partnership allowed for all of the programs to be presented free of charge and voices from all sides of the ballot were represented.
- We partnered with the City Club of Central Oregon to host an Oregon Humanities Conversation Project titled “Of the People for the People.” This program discussed our country’s founding principles and reflected on how we are faced with many decisions today that align and at times negate the Founding Father’s earliest doctrine.

Challenges



- It is always a top priority to represent all sides of an issue. At times, it can be difficult to find appropriate presenters. We don't move forward until all sides are represented which can take longer than planned.

RESULT 3 C (I)

Adults participate in discussion forums designed to explore topical issues.

Analysis

Every adult program organized through the Library is designed with an emphasis for public input and discussion. From the beginning of our planning, we make every presenter aware that their program needs to be designed to encourage audience participation and that at least 20 minutes at the end of the program is dedicated for interaction with the audience and dialogue.

Successes

- Partnerships with different organizations such as the Oregon Humanities Conversation Project and League of Women Voters focused on timely and topical issues

that impacted our local resident's daily lives and decision making.

Challenges

- Budget restraints created challenges. However, partnerships such as the one's listed above allowed us to broaden and expand our programming.

RESULT 3 D

Teens locate and use resources for their personal or recreational interests in a non-intimidating and supportive environment.

Analysis

All of our library facilities now have comfortable and inviting teen areas.

Successes

- The East Bend Public Library emphasized the importance of teens by creating a central teen reading area and offering laptop computers for in-library use.
- Downtown Bend began the reorganization and expansion of the teen area, which will be completed in early fiscal year 2011–2012.
- Redmond Public Library updated and redecorated the teen area.

Challenges

- Balancing the use of the teen area, so that teens are not discouraged from using the teen space because adults have already taken it over.

FOUR

RESIDENTS WHO HAVE DIFFICULTY ACCESSING

LIBRARY FACILITIES OBTAIN LIBRARY SERVICES USING FEASIBLE RESOURCES.

RESULT 4A

Residents of residential care facilities obtain library services.

Analysis

Due to a reduction in funding the Library District successfully reorganized our delivery of services to residents of care facilities.

Successes

- Successfully switched from the more expensive and labor intensive model, “We Deliver,” to “Library Rendezvous.”

Challenges

- Communicating information on the change in programs.

RESULT 4B

Residents in correctional facilities receive library support.

Analysis

The Library continues to serve correctional facilities.

Successes

- Donated paperbacks are now being delivered to the Deschutes County Adult Jail.
- Staff provide service to Deschutes County Juvenile Justice.
- Staff provide service to J Bar J Ranch.

Challenges

- We cut back purchases of new materials to the Jail. However, the Friends of the Bend Libraries graciously offered donated paperbacks for delivery.

RESULT 4C

Residents with disabilities obtain library services including materials in formats that meet their needs.

Analysis

The Library strives to serve all patrons to the best of our ability.

Successes

- We have collections of large print, audio books, and downloadable books available.
- eBooks allow for adjustment of font size for sight-impaired users.
- We provide information and referrals to the Talking Books and Braille collections available through the State Library.
- All buildings are ADA compatible.
- The addition of the East Bend Public Library was welcomed by many wheel-chair users who otherwise were uncomfortable using the elevator in the Downtown Bend Public Library.

Challenges

- Preparing for all ADA need scenarios for programming.

FIVE

RESIDENTS HAVE AN UNDERSTANDING OF THE TYPES AND SCOPE OF SERVICES THAT THE LIBRARY PROVIDES.

Analysis

The Library expanded branding with external messaging and advertising. At the same time we consolidated communications and programming information to provide easy access to information about events, services, and programs.

Successes

- We created bi-monthly event guides in newspaper format to highlight services and programs.
- Combined adult, teen, and children's summer reading information into one guide.
- Expanded our presence on Facebook and now have over 1,000 Facebook "fans."
- Began using Twitter to promote library services.
- Used a billboard to advertise the opening of the East Bend Public Library.
- Used a billboard to advertised the "Book-a-Librarian" program.
- Produced television commercials to promote "Book-a-Librarian," Early Literacy, and the summer reading program.
- Spanish language versions ran on Telemundo.
- Online newsletter is distributed to 24,000 library users.
- Installed an electronic events screen in the Downtown Bend Public Library.

Challenges

- Getting the word out about the scope of our services is always a challenge because we do so much for so many. We are getting better at limiting our focus to some core areas of focus based on the Board's results policies and to emphasize these services over others.
- We will continue to expand our social media and online publicity. We believe these two areas hold the greatest value for the Library in terms of very little overhead and no printing/paper costs with potential outreach into the thousands.

RESULT 5A

Students, parents, teachers, and other school personnel understand the resources and scale of support services that the library can provide.

Analysis

The Library Linx program has greatly expanded our access to schools to highlight our services to teachers, parents, and students. The success of the program has helped us beyond just Linx schools, as we also visit all other schools in the district.



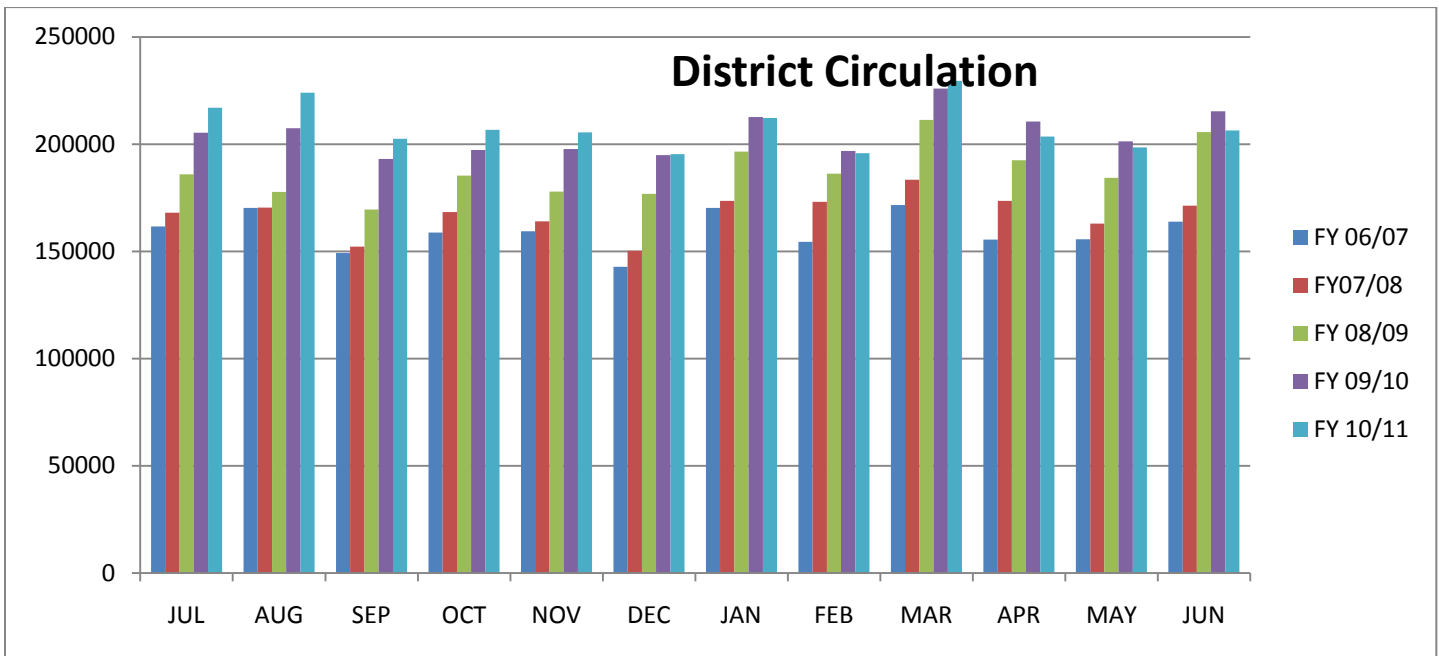
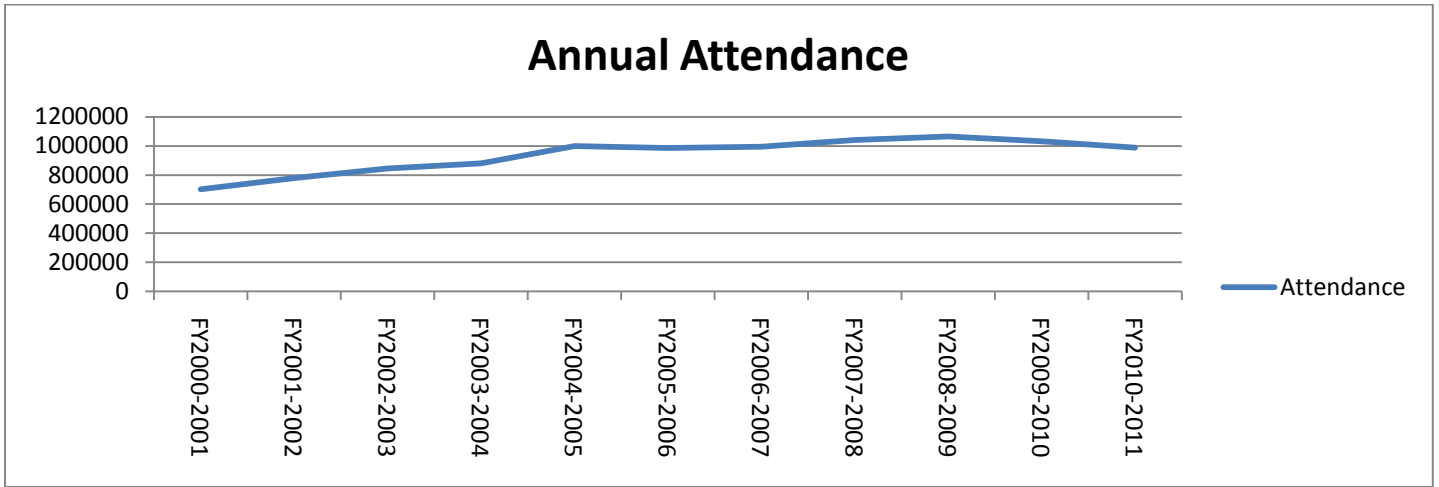
Successes

- 5,142 students and teachers learned about library services during 183 presentations by library staff.

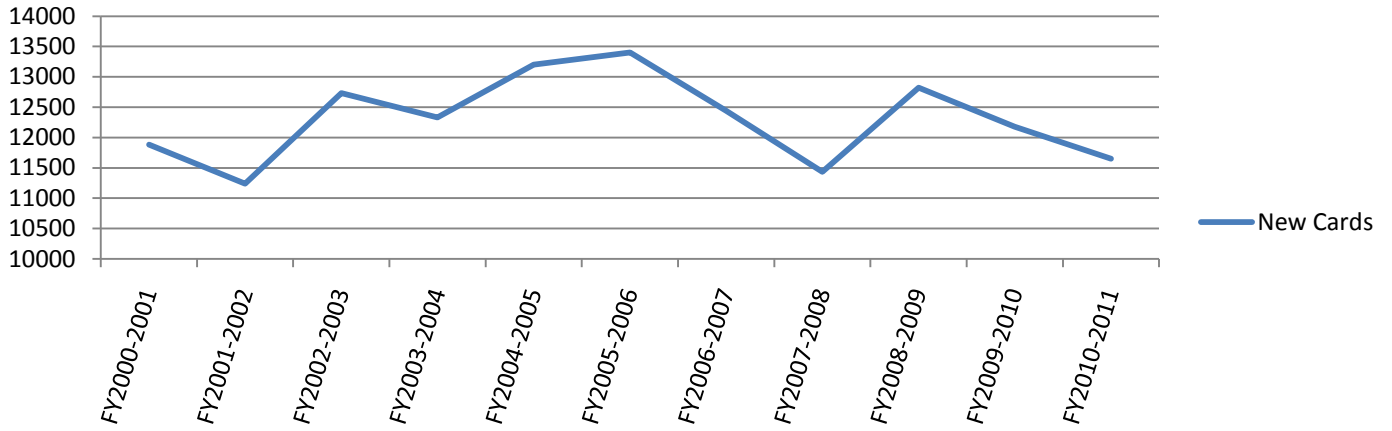
Challenges

- Budgetary impacts to the school districts has reduced school library staff, created tighter classroom schedules, and reduces the time available to outside organizations.

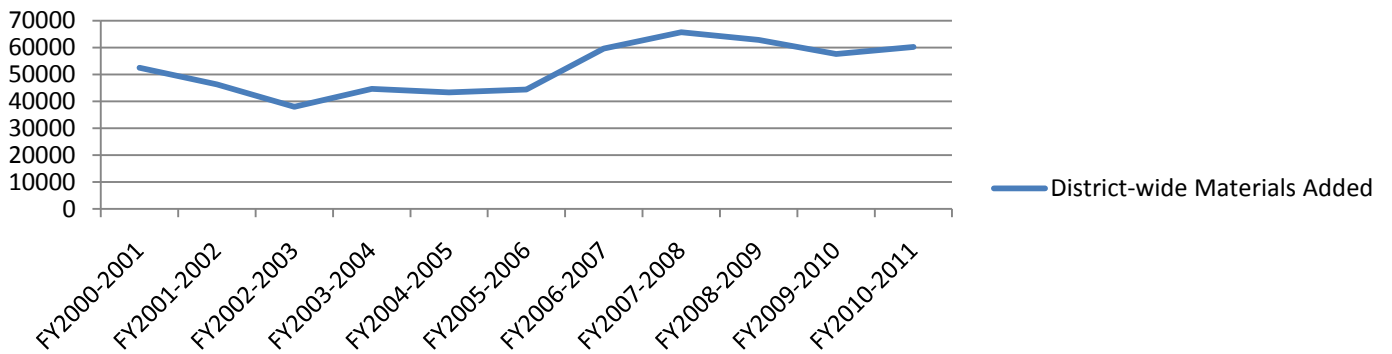
Section III
Charts



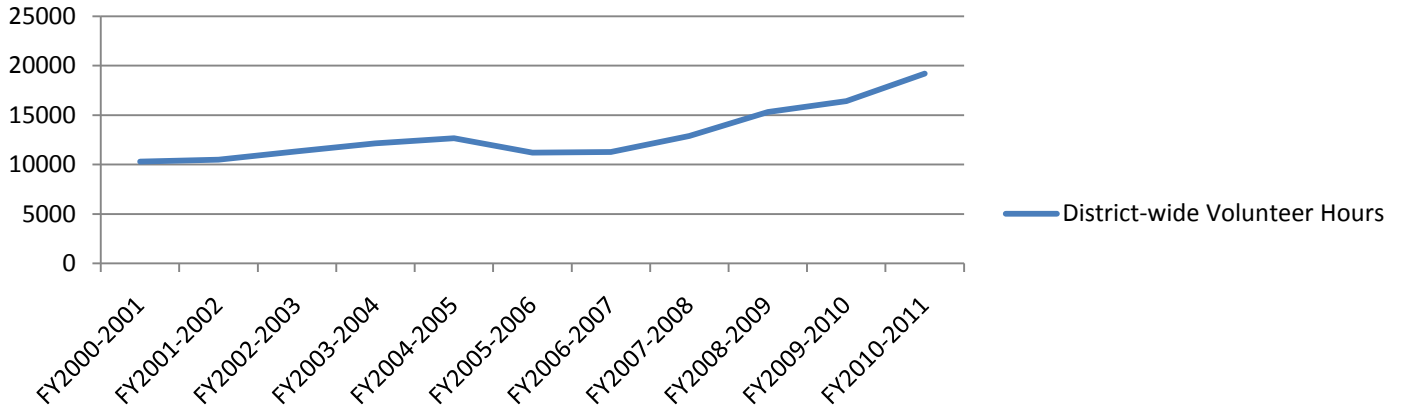
Annual New Cards



Annual Materials Added



Annual Volunteer Hours



Fill Rate

