A. WELCOME AND INTRODUCTIONS

President Bernardo called the California Library Services Board Strategic Planning Session to order on April 16, 2018 at 1:00pm.

Board Members Present: Anne Bernardo, Brandy Buenafe, Gary Christmas, Aleita Huguenin, Florante Ibanez, Paymaneh Maghsoudi, Adriana Martinez, Elizabeth Murguia, Sandra Tauler, and Connie Williams.

California State Library Staff Present: State Librarian Greg Lucas, Deputy State Librarian Narinder Sufi, Monica Rivas, Annly Roman, and Rebecca Wendt (Moderator).

B. THE CALIFORNIA LIBRARY SERVICES ACT

Annly Roman reported that the California Library Services Act was signed into law in 1977 for the purpose to encourage equitable access regardless of population, location, and financial status with special focus on providing services to the underserved. The act was amended in 1998, and funding was limited in 2003. Funding at one point was at 0, but in 2010 it was reinstated with a line item for communication & delivery. The budget was set at 1.88 million and it is at 3.63 million currently. The Board has 13 members - two appointed by the Assembly, two by the Senate and nine by the governor. Some members represent the public-at-large and some are appointees by the governor who represent specific areas such as school libraries, the underserved, English language, academics, and institutionalized individuals. The State Librarian serves as the Executive Officer on the California Library Services Board. The funding the Board currently receives goes to nine cooperative library systems that serve the State of California. The intent of the ACT is to provide all residents with the opportunity to obtain from their public libraries needed materials and information services by facilitating access to all resources of all
libraries in the state. This policy is accomplished by assisting public libraries to improve services to the underserved of all ages and by enabling public libraries to provide their users with services and resources. The intent is to equalize access because different areas of the state have different levels of funding. Support for libraries depends on their populations the intent of the ACT is to create a more equal balance. The current programs of the ACT are communication & delivery and resource sharing. The Board has one-time grants that are currently out in the field and those were given as part of a one-time budget augmentation in 2016. Past programs dealt with transaction based reimbursements which are a reimbursement for libraries that were loaning out a lot of materials, but most of those programs have been removed from the statute.

C. BOARD PURVIEW

Annly Roman reported on the overview of the Board’s purview with respect to CLSA and as the LSTA advisory committee. The Board has the power to adopt what is in the California Services within CLSA, the power to change the funding formula, responsibility to approve budgets and plan services for the systems, and to designate any other funding that may come to the Board. The Board can allocate funding through communication and delivery and resource sharing. There is also a section that allows special services programs similar to 2016 when the one-time funding came to the Board. There is also a provision for an assessment of services for the systems and there is currently no money allocated under that section. It is something that is being changed in the regulations to allow the systems to possibly use some of their current communication & delivery funds for those kinds of necessities. The Board also has approval of consolidations and affiliations within the systems, they have the ability to make resolutions, take positions on legislation, and write letters to legislators. The Board also serves as the advisory council for LSTA funding which means the Board can give advice and make recommendations.

D. MISSION AND VISION STATEMENT

Annly Roman reads out the mission and vision statement and it reads as follows:
**CLSB Mission Statement:** The Mission of the California Library Services Board is to ensure that all Californians have free and convenient access to all library resources and services for the enrichment of their lives and for lifelong learning, regardless of their age or ethnicity, or any geographical, financial or administrative constraints. In carrying out its mission, the CLSB expresses its values through the following policies:

**Local Control** – We affirm the principle of control and administration of public libraries by local government within the framework of statewide equity. Decisions are made locally about books and other materials.

**Local Financing** – We encourage adequate financing of libraries from local sources, with state and federal funds furnished to supplement, not supplant, local funds.

**Service for the Underserved** – We support service to any population segment of any age and ethnicity with service needs not adequately met by traditional library service patterns; including, but not limited to, those persons who are geographically isolated, economically disadvantaged, functionally illiterate, non-English speaking, shut-in, institutionalized, or handicapped.

**Resource Sharing** – We encourage and enable the sharing of resources among libraries of all types – school, academic, special, and public.

**Equitable Reimbursement** – We endorse equitable and sufficient reimbursement of any participating library for services it provides beyond its jurisdiction, if a public library, or if not a public library, beyond its normal clientele.

**Public Participation** – We value and ensure public participation in carrying out the intent of the California Library Services Act through locally appointed System Advisory Boards, open public meetings, and involvement of voluntary groups.

**Statewide Coordination** – We encourage quick and equitable access to information for the entire state, including use of technology.

**CLSB Values Statements**

**Literacy** - We recognize the importance of reading, and therefore literacy, to all Californians for life enrichment and for intelligent self-government as an essential component of democracy.
Diversity – Congress shall enable libraries in our increasingly multicultural and diverse society to target relevant services and programs to the special/unique segments of their communities' populations, including people with disabilities, and to serve as gateways by actively disseminating information to everyone in the U.S., its tribe, territories and freely associated states, including those in remote areas, through both traditional and nontraditional methods and locations. Services to reach both individuals and families of traditionally underserved populations should be equitable to those services offered to traditional users of a service-oriented public library. Coalitions should be encouraged between libraries and such diverse community groups, government institutions, business and health care providers.

Technology – The California Library Services Board will facilitate the balance between new technologies while preserving traditional Library services and value.

Board President Bernardo says both the mission and the vision statement are great things for the Board to have. Bernardo asks the Board if they want to streamline either the mission or vision statement, as both are big and broad. Member Buenafe believes the first paragraph in the mission statement fits well, and everything following fits better under the value statement. The diversity section seems pretty broad and questions if it is the Boards place to talk about what Congress should do.

Rebecca Wendt states that if the Board wants to be less wordy that can be done. First, Rebecca suggest that the Board look at the mission statement and values and make sure the Board is doing what it should be doing based upon legislation. Member Murguia questions why there is a reference to Congress, since it doesn't seem to reflect the Board's mission. Annly Roman stated that we were unable to track information on when this was specifically approved by CLSB. The last information dealing with visions, values statement, and strategic plans all have to do with the Library of California Board whose mission and values are very different. President Bernardo would argue that diversity is one of our values but that we do not necessarily need to have the support of Congress in the statement regarding diversity. Rebecca Wendt asks the Board if they would be comfortable striking the first part and beginning almost two thirds of the way down on “services to reach both individuals and families” and starting there. Both Members Buenafe and President Bernardo would like to see that. Member Martinez would have liked to have more context and history and as to why the language was adopted. Rebecca Wendt stated that although we could not find the history we could make educated guesses. Annly Roman clarified that we are lacking in the historical knowledge
department and we were unable to find specific documentation on what and why this
language was chosen.

Member Williams suggests that the Board would best be served if the statement says
what the Board stands for regardless of what programs come in and out of its purview.
Williams suggests that the diversity statement read along the lines, “CLSB embraces the
diversity that makes up the state of California”. Williams asks if we need to define diversity
because in the context of the statement it is defined by location as opposed to a wide
variety of diversities. The Board’s core values should state that they embrace diversity
and encourage libraries to do all the things that bridge that diversity. There is a brief
discussion on digital literacy as it relates to the value statement. Annly Roman states
historically the Board had a portion of literacy funding under its purview but it was removed
and put under its own program. Member Buenafe suggests that the mission statement
should be relatively simple, not a two-page document, and that the values should be a
separate document. There is a discussion that the issue may be a formatting one.

Member Williams believes the value statement should be a broad statement of belief
and in carrying out those broad beliefs these are the actions the Board should take:
encourage local control and local financing, and at the same time encourage service to
the underserved. There is a discussion on the value statements portraying the big ideas
and that underneath there should be the mission statement, followed by how to carry
them out. Member Martinez suggests that the mission statement should be supported by
values. Then, the local controls and financing, then “how” we are suggesting it be carried
out. Member Tauler believes we need to make it clearer, so that we do not talk about
“how,” before we talk about what is important. Member Buenafe believes that is a good
point because it sounds like the beginnings of priorities. It might be helpful to arrange it in
the following way, our mission, our values, our priorities. There is also discussion on the
wording aspect of the phrase “service for the underserved.” Member Tauler has an issue
with the technology sentence she believes it sounds old. It is suggested to change the
sentence to something along the lines of: technology is our world and to use technology
to provide library services in a variety of ways. Rebecca Wendt suggests the Board re-
look at the mission statement now that the Board has had time to discuss and decide
what changes need to be made. Annly Roman reads the mission statement as follows:
The mission of the CLSB is to ensure that all Californians have free and convenient access to all Library resources and services for the enrichment of their lives and their lifelong learning regardless of their age or ethnicity or any geographical, financial or administrative constraints.

State librarian Lucas makes a suggestion to change it to:

“The mission of the CLSB is to foster lifelong learning by ensuring that all Californians have free and convenient access to all Library resources and services regardless of their age or ethnicity or any geographical, financial, or administrative constraints.”

Member Buenafe states that in her opinion the Board has come up with quite enough to think about with the mission and values. The vision statement is a larger picture, it is really not necessary in the role the Board plays since they are relatively constrained. Rebecca Wendt asks the Board if they are in consensus on their mission statement reading as follows:

“The mission of the CLSB is to ensure that all Californians have free and convenient access to all Library resources and services for the enrichment of their lives and their lifelong learning regardless of their age or ethnicity or any geographical, financial or administrative constraints.”

The Board agrees unanimously and they have a mission statement.

Rebecca moves onto the value statements and clarifies that the Board already has had some discussion on the initial policy statements and the values. There was also discussion on cutting down parts of the diversity section by removing the part that addressed the Congress. In the technology section there was some consensus to bring it up to date and some of the policy statements need to be revised. Rebecca Wendt clarified that from the Board discussion she understood that they would move up the value statements closer to the mission and once they were fully developed the Board would come up with a list of policies on how to carry them out. The Board had a discussion on what is under values statement. Member Williams suggested the value statement read that the CLSB Board values literacy, diversity, technology, service to the underserved, and explanation for each one of them. Rebecca Wendt suggested a brainstorming session to discuss other things that Board values. The values currently listed are literacy, serving the underserved, technology, resource sharing, cooperation and diversity.
Member Buenafe points out that the particular items like local control and local financing are the concrete things and that they stem from a value.

Member Martinez suggests enhancing technology to access to technology. Libraries are a critical part of Wi-Fi connection for a lot of homes. Member Williams suggest that we have access as a value in itself because we want the public to have access not just to technology but many other things. One of the hardest parts will be defining technology and literacy and what that looks like in today's libraries.

Rebecca Wendt suggests looking at access to technology for the purposes of information gathering, sharing information, or things along those lines. The physical access to technology is important because you cannot use it at home, stated member Tauler. Member Maghsoudi saw access as the value and technology as a tool. Literacy can be your value and then define parts of literacy like technology. State Librarian Lucas states that in Ireland the meaning of literacy is defined as follows:

“The meaning of literacy is changed to reflect changes in the society and the skills needed by individuals to participate fully in society involves listening, speaking, reading, writing, and using everyday technology to communicate and handle information.”

The statement seems to encompass both points of view being discussed. The Board was leaning toward the following statement:

“The California Library Services Board values literacy, diversity, cooperation, and access to information.”

Member Martinez followed with a discussion on keeping “serving the underserved” separate from diversity, as not all diverse communities are underserved. Member Tauler suggests that keeping it separate gives it more importance and Member Christmas agrees. President Bernardo points out that it would be keeping in line with the intent of the legislation. Member Tauler points out that the phrase access to information is too limiting. Rebecca Wendt suggests they enumerate the values they have been discussing; the Board comes up with the following values:

1. Literacy first
2. Collaboration
3. Diversity
4. Service to the underserved
5. Access

Now that the values have been identified they will need to be defined. The Board starts with literacy and goes back to a phrase previously suggested to describe literacy:

“The skills needed by individuals to participate fully in society including listening, speaking, reading, writing, numeracy and using everyday technology to communicate and handle information”.

In an effort to cut down the verbiage Member Buenafe suggests we end right before the examples listed in the phrase:

“The skills needed by individuals to participate fully in society.”

Rebecca Wendt points out that the one disadvantage to listing everything is things change and you might miss something. A discussion follows on the format of the phrasing with the Board either recognizing a value or taking action. Rebecca Wendt reads the working phrase to define literacy as:

“Promote the importance of reading and the skills needed by individuals to participate fully in society.”

The Board agrees on the definition and moves onto Collaboration.

Rebecca Wendt starts a discussion on defining Collaboration. It is suggested by Member Buenafe that the term be changed to Cooperation because it is more neutral. Member Murguia states under Cooperation the Board should include resource sharing and statewide coordination. Both members Christmas and Tauler believe using the word encourage would fit well:

“Encourage sharing of resources between libraries, other agencies and organizations.”

After further discussion, the Board agrees on the following phrase as the definition:

“Encourage sharing resources and in collaboration with libraries and other government agencies, organizations, and diverse community groups.”

The Board moves on to defining diversity and has a discussion regarding inclusion and creating policies that are inclusive to the unique diversity of California. Member Williams asks the Board what they value regarding diversity. Member Tauler suggests the following definition, “Target relevant services and programs to the increasingly multicultural and diverse population of California.” The Board focuses on changing the
word from target to support. A question is raised if services refer to library services only and a discussion is had over the wording of the phrase and not limiting diversity to just cultural diversity. The Board then agrees on the following phrase:

“Support programs and services that reflect the multicultural and diverse population of California.”

The Board then addresses defining Service to the Underserved. Member Martinez goes over the current definition of “service to the underserved” under the CLSB Mission Statement and addresses her concerns with it being too wordy and suggests we keep it more general and should reflect services being equitable. Rebecca Wendt suggests using the following phrase:

“Resources and services to any population segment whose needs are not adequately met by traditional library service patterns.”

The Board has a discussion on using an action word to complete the phrase and discuss using statements that address equitable distribution. The Board reaches a consensus on the following phrase:

“Strengthen the equitable distribution of resources and services to any population segment regardless of economic status or other circumstances whose needs are not adequately met by traditional library service patterns.”

The discussion then moves on to defining access. Rebecca Wendt points out a previous discussion on access to technology tools that could be used for specific learning engagement, along with access to information and resources such as books. Member Murguia interjects whether this is where they should talk about local financing and local controls. President Bernardo states that local financing and local controls are not goals, it is what we would want communities to do. She suggests using the word Champion. Member Williams suggests using the following phrase:

“We affirm the principles of equitable access to resources across library systems through local control, local financing, and resource sharing.”

E. THREE-YEAR GOALS/PRIORITIES

After completing the mission and vision portion the Board now focuses on identifying their strategic goals and priorities for the next 3 years. Rebecca Wendt asks the Board if
one of their goals might be advocacy as it lines up with what they have been discussing. Member Murguia believes that they should advocate for more state or federal funding. Annly Roman adds that they can also address advocacy as it relates to public awareness and show legislators the impact libraries have. Member Williams would like to encourage local libraries to seek financing from local sources; particularly, state funds. Member Christmas clarifies that the Board does not have any control over local funds but the Board can still advocate to the legislature on current issues like the broadband initiative. Rebecca Wendt then asks the Board if they have an idea on how they want to advocate. Member Christmas replies that the Board would primarily do it through the State Library. He suggests that the Board on a yearly basis talk to their legislators and advocate for funding for the State Library, its programs, CLSA, and IMLS. State Librarian Lucas brings the Board back to the law that focuses on communication & delivery, and resource sharing that is under the Boards purview and asks in order to fulfill the Board’s mission whether there is something missing from law. There is a new Administration coming in January that may be open to changes or have a different concept of what the state role is with regard to supporting public libraries. How does the Board do a better job reaching underserved communities? State Librarian Lucas asks how we get closer to achieving the goals and Member Maghsoudi replies it is through funding. Member Williams also suggests that the Board encourage better communication between the diverse library types.

The Board holds a discussion on being more informed about what is happening in the legislature in order to help promote libraries. It is vital for the Board to communicate with other types of libraries, advocating for a more purposeful conversation of diverse library types. The Board feels that advocacy has to be a big part of what they do and discusses how they can do that. Member Martinez asks if we have any examples of past advocacy efforts and Annly Roman stated that in the last couple years the Board has done advocacy through letters. In the 16/17 budget year the Board was awarded an additional 3 million dollars in one time funding as well as doubling of the communication & delivery funding from 1.88 million to 3.63 million. The Board submitted a letter to the relevant budget committees in support of additional funding. Last year they also supported a CLA sponsored bill dealing with changing the voter threshold from 2/3rds to 55% for special
taxes in favor of libraries. The Board has done advocacy on measures through letters and in some cases direct face-to-face advocacy.

Rebecca Wendt asks if the advocacy efforts have been systematic or as things have come up. The fact that the Board meets twice a year limits what they can do. The Board holds a further discussion on how to create an effective Board. Member Williams asks how can they best represent who it is that they represent on the Board. Communication is identified as one of the things they can focus on. The Board points out that they can do better at communicating among themselves the different needs of each of the groups they represent. Someone suggests maybe doing presentations would help. State Librarian Lucas states that the first 6 months of this 3-year plan is basically an education process. Find out what everybody is doing and identify points where they can connect, and then the Board can combine these areas of commonality and possibly bring them to the speaker of the assembly or the Senate pro-temp to get them to invest. State Librarian Lucas also points out another valuable resource. The Board can tap into the cooperative library systems, as they have some of the most innovative resource sharing ideas. There are all kinds of best practices ideas out there that can be gathered together. Member Martinez would like to see information and education as a way to advocacy; you need information in order to represent what is potentially out there. She would like to see the Board come up with ideas on legislation. Monica Rivas advised the Board that at their next Board meeting LDS will be reporting to them the grants they are working on, so that the Board is better educated on the current programs that could benefit from additional funding. Rebecca Wendt summarizes what the Board has come up with to tackle in their 3-year plan, “The Board will track library legislation along with current projects and best practices, meet with legislators at both the district level and in Sacramento, write letters, work with other organizations like CLA, ask for funding for projects, and advocate for libraries”. Rebecca Wendt then asks the Board what will be there plan for the next 6 months, or there next Board meeting. Member Martinez asks if we have some one that tracks legislation. Annly Roman advised the Board the she tracks legislation, but that the Board has not introduced legislation. The State Library would need specific permission from the governor's office in order to introduce any legislation. The State Library does track legislation; most of the time it is specific to budget issues, but it could start looking
at measures with a broader brush. If there is any legislation that is relevant to the library, it is usually contained in the Board packet which is maintained to keep the Board informed. Rebecca Wendt suggests that if any Board members have any legislation that they would want the Board to know about they bring it to Annly Roman so that she can share it. State Librarian Lucas states that in October, by the time the Board meets again, this legislative session will have been concluded, with a fresh two-year session beginning in January. The Board might consider beginning the education process we talked about earlier. The Board can inquire about what is going on in school and prison libraries and what are some of the best practices and cool things the cooperative systems are doing. All of that can be done in order to find those connection points we discussed earlier. The Board can come up with some strategies that the state could pursue in 2019.

F. OBJECTIVES: NEXT STEPS IN ACHIEVING THE GOALS/PRIORITIES

Rebecca Wendt asks the Board how they envision what they have been talking about to happen. A suggestion is made that the Board meeting agenda include a section that highlights best practices, a place to share information, educate the Board, and advocate. In this part of the agenda Board members can share their perspective and information from the segment they represent, or speakers can come from the system or libraries to talk about library programs. This would help the Board learn from each other, something like lightning talks. Member Williams shares that our 6-month goal can be that we develop protocols the Board could use to share information. The Board agrees that they would like to concentrate on education and advocacy.

G. ADJOURNMENT

With no further comments President Bernardo called for adjournment of the California Library Services Board Strategic Planning Session at 4:13 PM.