

REVISED AGENDA  
FOR SPECIAL MEETING OF THE  
EAST BATON ROUGE PARISH LIBRARY BOARD OF CONTROL  
MAIN LIBRARY  
BOARD ROOM  
7711 GOODWOOD BOULEVARD  
BATON ROUGE, LA 70806  
NOVEMBER 29, 2011  
4:00 P.M.

I. ROLL CALL

II. NEW BUSINESS

A. CONDUCT ANNUAL PERFORMANCE EVALUATION OF LIBRARY DIRECTOR –  
MS. KIZZY PAYTON AND MS. TANYA FREEMAN

III. COMMENTS BY THE LIBRARY BOARD OF CONTROL

**THE BOARD MAY GO INTO EXECUTIVE SESSION TO  
DISCUSS THE CHARACTER, PROFESSIONAL  
COMPETENCY OR PHYSICAL OR MENTAL HEALTH OF  
MR. DAVID FARRAR IN ACCORDANCE WITH  
LA. R.S. 42: 17(A)(1). MR. FARRAR MAY REQUIRE THAT  
SUCH DISCUSSION BE HELD IN OPEN SESSION.**

**ALL MEETINGS ARE OPEN TO THE PUBLIC**

**THE PUBLIC IS ALLOWED TO MAKE COMMENTS RELATIVE TO AN AGENDA ITEM AT  
THE DISCRETION OF THE LIBRARY BOARD PRESIDENT. ANY COMMENTS NOT  
RELATED TO AN AGENDA ITEM MAY BE RECEIVED AND DISCUSSED OR DEFERRED  
TO A FUTURE MEETING UNDER PROCEDURES DIRECTED BY THE LIBRARY BOARD  
PRESIDENT.**

Minutes of the Special Meeting of the  
East Baton Rouge Parish Library Board of Control

November 29, 2011

The special meeting of the East Baton Rouge Parish Library Board of Control was held in the Board Room of the Main Library at 7711 Goodwood Boulevard on November 29, 2011. Ms. Kizzy Payton, President of the Board, called the meeting to order at 4:06 p.m. Members of the Board present were Mr. Stanford O. Bardwell, Jr.; Mr. Donald Browning; Mr. Derek Gordon; Ms. Tanya Freeman; Mr. Laurence Lambert; and Ms. Beth Tomlinson. Also in attendance were Mr. David Farrar, Library Director; Ms. Mary Stein, Assistant Library Director of Administration; Ms. Patricia Husband, Assistant Library Director of Branch Services; Ms. Rhonda Pinsonat, Library Business Manager; Ms. Liz Zozulin, Executive Assistant to the Library Director; and Ms. Celia Cangelosi, outside counsel to the Library Board. Ms. Amy Wold, reporter with *The Advocate* and two people from the community were also at the meeting.

Ms. Payton opened the meeting by taking roll call to establish a quorum. Mr. Stanford O. Bardwell, Jr.; Mr. Donald Browning; Ms. Tanya Freeman; and Mr. Laurence Lambert were present establishing a quorum. Ms. Payton then asked if there were any changes to the agenda. There being none, she asked for a motion to approve the agenda as written. Ms. Freeman made the motion to accept the agenda as written. It was seconded by Mr. Lambert and approved unanimously.

Ms. Beth Tomlinson returned to the meeting at 4:15 p.m. Mr. Gordon arrived at 4:23 p.m.

**New Business**

**A. Conduct Annual Performance Evaluation of Library Director**

Ms. Payton then read agenda item A under New Business--“Conduct Annual Performance Evaluation of Library Director”. Ms. Payton asked Mr. Farrar to make his presentation reporting the accomplishments of the Library system over the last year.

Mr. Farrar began his talk by saying that the Library Board had had a strategic planning meeting earlier in the year. As a result of this meeting the Board members suggested that a report card be created emphasizing the Library’s progress. This report card is the four-page document entitled *2011 Library Progress Report*. Mr. Farrar then made his report pointing out the highlights of the *Director’s Report, November 29, 2011*. He noted that the Core Values at the Library are the following:

1. focus on customer,
2. strive for excellence,
3. foster teamwork,
4. increase community collaborations.

He added that the vision of the East Baton Rouge Parish Library system is to contribute to the success of our community by becoming a vital center of learning, knowledge, communication, culture and enjoyment for all residents.

Mr. Farrar said five goals are cited in this report listing objectives for each goal. Under each objective a bulleted list illustrated how each one is being met with along with proposed actions for 2012.

The five goals are as follows:

1. **Learning for Life-Long Success** – Children, youth and adults using the Library system have access to resources and services that support and enhance their efforts to succeed.
2. **Stimulating Economic Development** – The Library system contributes to economic development.
3. **Providing Access to Information** – The Library system provides accurate, timely, customer-focused information services using a variety of resources.
4. **Increasing Community Awareness and Outreach** – Our diverse community is fully aware of the wide range of services available.
5. **Building Construction Program** – The Library system provides quality accessible services, collections and programs that anticipate and meet the needs of the community in state-of-the-art facilities.

Mr. Farrar's *Director's Report, November 29, 2011* and *2011 Library Progress Report* are appended to the minutes as are the *Director Review Summary & Process for 2011* used by the Library Board in the evaluation process.

Ms. Payton thanked Mr. Farrar for his report. Mr. John Berry, a member of the community, asked to make a comment. Mr. Berry said that Mr. Farrar reports on library statistics each month at the Board meetings. Mr. Berry added that he did some research through the State Library of Louisiana and discovered that by law the library director must be certified by the State Board of Library Examiners. Mr. Berry said he spoke to Ms. Meg Placke, Associate State Librarian, and Mr. Farrar is not certified. He said it appeared that Mr. Farrar is acting outside of state law. He asked the Board to investigate this matter.

Mr. Berry went on to say that Mr. Farrar on several occasions did not respond to his questions sent by letter and e-mail. He told the Board that this lack of response shows disrespect for the public. He noted that this leads to a lack of trust of the Board by the public.

Ms. Payton then asked for a motion for the Board to go into Executive Session. Ms. Freeman made a motion that the Board go into Executive Session. Ms. Freeman read the statute as follows:

The Board may go into Executive Session to discuss the character, professional competency or physical or mental health of Mr. David

Farrar in accordance with La. R.S. 42: 17(A)(1). Mr. Farrar may require that such discussion be held in open session.

Mr. Gordon seconded the motion. Ms. Payton took a roll call noting that all members were present and that the motion passed. She then asked Mr. Farrar if he wished the discussion to be held in open session. He replied no. The Library Board went into Executive Session alone at 4:32 p.m. They called Mr. Farrar into the meeting at 5:20 p.m. Mr. Farrar completed his discussion with the Board at 6:15 p.m. at which time the Board continued their discussion alone. At 6:45 p.m. the Board reconvened the public meeting. Mr. Gordon made a motion that the Board go back to an open session. Ms. Freeman seconded the motion which passed unanimously.

Ms. Payton said that during the performance evaluation no votes or actions were taken. Ms. Freeman made a motion that they defer a decision on the evaluation of Mr. Farrar to the next regular Board meeting on December 15, 2011 after consulting with the Parish Attorney's Office regarding La. R.S. 25: 215. This state statute governs the duties and powers of the Library Board, the employment of a head librarian and the certification of the librarian by the State Board of Library Examiners. Mr. Gordon seconded the motion which passed unanimously.

There were no further comments, and so with no further business, the meeting was adjourned on a motion by Mr. Bardwell, seconded by Ms. Freeman at 6:47 p.m.

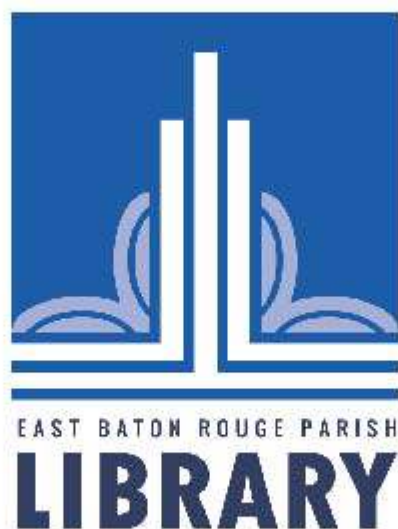
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Kizzy Payton, President

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David Farrar, Library Director

# Director's Report



November 29, 2011



## CORE VALUES

- **Focus on customer:** We demonstrate customer focus through flexibility, respect, inclusiveness and responsiveness.
- **Strive for excellence:** We achieve excellence through enthusiasm, expertise, innovation and evaluation.
- **Foster teamwork:** We create a team environment through respect for staff and their contributions, commitment to staff development, accountability, open communication, informed decision-making and risk taking.
- **Increase community collaborations:** We foster dynamic collaborations with other agencies to offer opportunities for more effective and efficient services.



## VISION

The East Baton Rouge Parish Library system will contribute to the success of our community by becoming a vital center of learning, knowledge, communication, culture and enjoyment for all residents. *The Library will:*

- ☑ Offer services that meet the needs of our diverse neighborhoods
- ☑ Provide welcoming spaces
- ☑ Build strong collections
- ☑ Support relevant technology
- ☑ Employ well-trained, friendly and flexible staff





## Strategically Planned...



- The LBOC began the process of formally reviewing the Strategic Plan, with their own Planning Meeting facilitated by Deputy State Librarian Diane Brown.
- Senior Staff attended a similar facilitated planning meeting.
- Library staff followed up with a series of “Brain-Storming in the Stacks” events.
- *This process will continue through 2012. Each library will host a facilitated meeting for the public. Information gleaned from these meetings and various surveys will be integrated into the Strategic Plan revision.*



## **Goal: Learning for Life-Long Success**

- **Children, youth and adults using the East Baton Rouge Parish Library system have access to resources and services that support and enhance their efforts to succeed.**



# Goal: *Learning for Life-Long Success*

## Objective:

- ✎ Develop a system-wide plan that targets services to children ages 0-12 and their parents/caregivers
- Continuous.
- This year we upgraded all existing AWE early literacy computer stations and installed additional workstations at 4 branches.
- The Summer Reading Program was enhanced with the addition of a new initiative, *Score Big With Books*, featuring NBA basketball star Glen “Big Baby” Davis. The Library benefitted by tremendous media and patron response, and made many new community partnerships.
- Staff was hired, trained, and deployed, and materials were purchased for the new Outreach Service to Pre-schools and Learning Centers. Staff also received Defensive Driving training.
- *Next year, we will continue to build on these programs; we will also work to develop more participation from the various public, private, and parochial school systems in the Summer Reading Program.*

## Objective:

- ✎ Develop a plan to work in partnership with local organizations to better utilize library space for “learning community” activities such as ESL, GED, and citizenship classes
- Continuous.
- We are also reaching out to less-obvious providers—for example, we have continued to offer computer training classes with Capital Area Corporate Recycling Council (CACRC) which has resulted in each participant receiving their own PC. Other free library programs covered adult literacy, health and wellness issues, nutrition, home ownership, legal issues, financial literacy, and credit repair.
- *Next year, expect to see even more life-skills programs offered throughout the Library System.*





# Goal: *Learning for Life-Long Success*

## Objective:

- ✎ Develop a system-wide plan that targets and increases participation of young adults/teens in library services (ages 13-18)
- Continuous.
- Teen and Outreach Services staff are collaborating on events and visits.
- *Next year, new Teen services staff will be hired and deployed in the community branches to help address the needs of this special population.*

## Objective:

- ☑ Expand educational offerings to adults in programs such as computer-based training, by increasing these services in convenient locations in the community branches
- Continuous; the Director has authorized purchase and installation of new computers for training patrons & staff in all branches; the Director has also authorized additional training for staff.
- The Bookmobile has provided an entry point for computer-based training and electronic resources in communities lacking computer resources and access.
- The Library purchased an online training module for staff development.
- Patrons and staff received additional, in-depth training through the State Library's BTOP program; the Library hosted many free BTOP workshops and classes for the public and the staff, and sent staff to external programs for training.
- *Next year, we will broaden the range of classes offered.*



# Goal: *Learning for Life-Long Success*

## Objective:

- ☑ Participate directly in the literacy coalition efforts underway in the city/parish by providing resources and meeting places for literacy training
  - Continuous
  - The Director or staff attend Literacy Coalition meetings & events, & the Coalition meets in the Library. Tutors meet their clients throughout the Library System.
  - In addition to supporting their efforts through targeted collections and outreach, Library staff prepares special material for Adult Literacy providers to highlight resources suitable for their clients.
  - *Next year, we will continue to host special open houses for literacy advocates, as well as a special open house for non-profit organizations at the Grants Center.*

## Objective:

- ☑ Help stimulate the “learning community” and promote literacy by spearheading a “One Book- One City” program with local partners such as the Chamber of Greater BR , LSU, SU, BRCC, public school system, private and parochial schools, churches, synagogues
  - Continuous
  - The Library completed our 5<sup>th</sup> Spring One Book series featuring Dashiell Hammet’s *The Maltese Falcon*, and partnered on the Summer One Book series featuring *Crazy: A Father’s Search Through America’s Health Care Madness*.
    - *We are preparing for Oliver Twist in the spring 2011, in collaboration with The Dickens Project at LSU and in celebration of the 200<sup>th</sup> anniversary of Charles Dickens .*
    - *Next year, we will continue to participate in the summer One Book series, by working on the selection committee, hosting the meetings, developing and hosting programs for the series, hosting the website, and marketing the program.*





## **Goal: Stimulating Economic Development**

- **The East Baton Rouge Parish Library system contributes to economic development in the City of Baton Rouge/ Parish of East Baton Rouge.**



# Goal: *Stimulating Economic Development*



## ☑ Objective:

Evaluate resources at all locations and establish quality collections that meet the economic development needs of this city/parish

- Ongoing weeding & collection development; special attention was given this year to the business and civil service testing collections.
- *Next year, we will continue to focus on resources for the growing film and game development industries and create appropriate LibGuides to direct patrons to materials and highlight topics of interest to the business community.*

## Objective:



Determine and prioritize options to enhance job readiness in the community

- The Director is working with the Baton Rouge Area Chamber (BRAC) & the Mayor's Office.
- Staff have begun meeting with staff from Workforce Development.
- The Library cooperated or facilitated the work of six different TV or film projects, providing research/reference assistance, resources and materials for sets, and even serving as a background set or film site.
- *Continuous.*

# Goal: *Stimulating Economic Development*



## **Objective:**

Provide enhanced small business resources, programs and services in those libraries that serve the business community, such as the Career Center and the Library's online Business and Career Connection

- The Career Center presented free seminars throughout the year and the Library exhibited at the virtual BizTech.
- The Career Center website was integrated into the Library's new website and freshly branded.
- Staff have trained on and instructed patrons in the use of Career Cruising, which is a new online database available to the public.
- Branches have offered "Resume Days" in a regular basis, to encourage adults to drop in, get help working on their resumé at their own pace, and as convenient.
- Patrons and staff have attended special BTOP classes on developing customer services and workforce skills.
- *The Director has authorized additional training for the staff for 2011.*



## Goal: *Stimulating Economic Development*

### ☑ Objective:

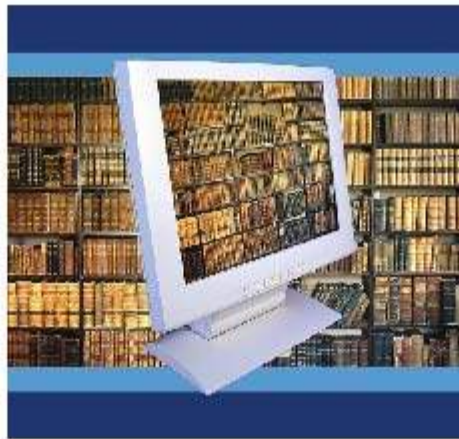
Participate in the survey on the economic impact of public libraries to be conducted by LSU School of Library and Information Science

- Completed in spring 2008.
- We continue to participate in the PLINTERNET study, the longest running and broadest survey of Public Library Internet Access in the nation. Results are tabulated yearly and made available for use by funders and decision-makers.
- This year we ran several use and awareness surveys for staff and patrons on computer access and e-books.
- We participated in Library Legislative Day, which resulted in exposure at the State level on the topic of how libraries support and participate in economic development at the local level.
- *Next year, we will post mini-surveys on a topics related to our Strategic Plan.*



## **Goal: Providing Access to Information**

- **The East Baton Rouge Parish Library system provides accurate, timely, customer-focused information services using a variety of resources.**



# Goal: *Providing Access to Information*



## Objective:

- ☑ Specify and acquire a more functional state-of-the-art integrated library automation system (ILS) that provides customers with broader and easier access to relevant information and serves as a platform for a digitized local history collection
- Implemented in 2009, in the V-smart ILS project has been upgraded and additional modules installed.
- This year, we have completely re-designed the website architecture to increase efficiency and accessibility for contributors, as well as redesign pages for maximum accessibility and ease of use.
- *Next year, we will add the Electronic Ordering module and the V-Links and V-Spaces modules to increase function, speed, and accessibility of the V-smart ILS.*
- We are in the process of upgrading to a single computer domain for all computer operations, which will vastly improve our ability to diagnose, repair, and update PCs.
- We have added a PC LAN Administrator to the Library's Computer Services staff.
- Furthermore, the Director has authorized Computer Services to return to the computer maintenance and replacement schedule recommended in the Library's Technology Plan. We have now replaced all public PCs. We are in the process of upgrading our network architecture and have begun upgrades which will improve internet access speeds system-wide and allow patrons a more robust internet experience.
- *Next year, we will implement a new Print Management system.*



# Goal: *Providing Access to Information*



## Objective:

- ☑ Assess staffing levels for maximum customer service and work to achieve optimal staffing needs
- Ongoing.
- The Director has re-organized the various service divisions and has addressed staffing in the Library's proposed 2012 budget; new positions have been allocated for Maintenance, Outreach, & Teen services.
- *Next year, we will focus on training.*

## Objective:

- ✍ Establish a staff mentoring and training program that ensures high quality service
- Continuous; staff have worked on a Succession Plan and the Director has authorized a full syllabus of training and continuing education opportunities. The first phase of the formal Succession Plan will be presented to the Mayor's office this December.
- Staff has been encouraged to attend and join professional organizations, and staff has been allowed to serve on committees, including some prestigious Louisiana & national committees. Library staff also presented at the ALA Conference.
- *Next year, our new Training Coordinator will roll out a series of programs for staff training.*

# Goal: *Providing Access to Information*

## Objective:

- ☑ Continue the aggressive purchase of high-demand print materials to meet the informational and recreational reading needs of the residents as well as those titles in multimedia formats (DVDs, CDs, audiobooks, videos, etc.)
  - Ongoing.
  - The Director has authorized the new PLAYAWAY VIEWS and the BLU RAY collection, as well as increased funding to print and non-print media.
  - Related to this issue, the Director has authorized an increase in the McNaughton Bestseller subscription plan as well as the addition of a subscription plan for Large Print materials.
  - *Next year, we will receive the ODC (Opening Day Collections) for the new branches.*
  - *Next year, we anticipate that implementation of Electronic Ordering will result in a more rapid box-to-shelf-time and a corresponding increase in circulation statistics.*

## Objective:

- ☑ Continue to select and acquire access to full-text and other informational databases which meet the informational and research needs in the parish
  - Ongoing; the Director has authorized funding for the Newsbank Historical Newspaper Archive for local papers, Tumblebooks, Gale e-books, and increased funding for the OverDrive digital collection.
  - Library's own Digital Archive (which now contains over 2,500 images) is fully accessible through the Library's website; oral histories are being added.
  - The Library's own Obituary Database is fully accessible through the Library's website and now contains records from 1965-1979.
  - *Next year, more local content will be added to all of these products.*





## **Goal: Increasing Community Awareness and Outreach**

- **Our diverse community is fully aware of the wide range of services available from the East Baton Rouge Parish Library system.**



# Goal: *Increasing Community Awareness and Outreach*



## Objective:

- ☑ Create and implement a marketing plan
  - Completed in 2005 and reviewed annually by the Director & Assistant Director of Administrative Services. This plan has been completely revised in 2011 and now includes a Branding component.
  - The Director authorized student practicums with LSU's School of Library and Information Science to create "how-to" video content for the website; a prior service learning project with LSU's Graphic Arts School resulted in a new logo and a new brand for the library, which was implemented in 2011. A re-branding project is in process. *This project will continue through 2012.*

## Objective:

- ☑ Identify partners who will assist in increasing public awareness of library services
  - Continuous. Staff have developed a large database of potential partners. Some unique partnerships include the BR Blues Foundation to produce Live at Chelsea's as well as the 2011 BluesFest, which has resulted in exposure to new audiences and additional oral histories related to this rich, local resource.
  - *In 2012, we will use components of the GEEK campaign to increase partners.*
  - *A special project for 2012 will involve adding GIS markers to existing Community Information Directory records in conjunction with the Asset Mapping cluster project of Better Baton Rouge and the Baton Rouge Area Foundation.*





## **Goal: *Increasing Community Awareness and Outreach***

### **Objective:**

- ✎ Increase awareness of library services among target populations (such as the non-users, new immigrants, parents and children, senior citizens, special clientele)
- Continuous.
- The Director and library staff have met with organizations and advocates to increase awareness of Library resources and create opportunities for outreach.
- We have created and distributed newly branded materials in a variety of formats and to a variety of audiences. We have increased our advertisement schedule.
- *The Director has authorized an increase in specific and targeted advertisements for 2012, and increased the budget for The SOURCE.*
- *The Director has authorized participation in the GEEK the LIBRARY campaign for advocacy and awareness. Each Library location will incorporate the GEEK campaign into special strategic planning forums at their locations, for both staff and patrons.*

# Goal: *Increasing Community Awareness and Outreach*



## Objective:

- ☑ Utilizing the services of Metro 21, create and produce a regular public access television program to increase awareness of library services and programs
- Continuous. The Director has authorized the creation of our new *Library Roadshow*, a television show produced in conjunction with 1<sup>st</sup> co and Channel 9.
- *Next year, we will refine The Library Roadshow and post it on the website in addition to the weekly televised viewings. We will involve local community guests as well as board members and library stakeholders.*

## Objective:

- ☑ Continue utilizing the bookmobile to serve those residents who are unable to visit library community branches (residents of senior centers) and expand these services to residents who live in densely populated housing who lack transportation to nearby branches.
- Continuous. Outreach Service has hired, trained, and deployed new staff, and all new vehicles are in the field. The ELF has experienced some major maintenance issues.
- *Next year we will re-wrap the original Library ELF bookmobile to brand it.*

## Objective:

- ✎ Develop a Library Foundation
- The POPL Friends group has met and re-organized their procedures. Director and staff have gathered preliminary information related to how to develop a Foundation.
- *Next year, we will secure legal advice related to developing a Foundation.*

## **Goal: *Increasing Community Awareness and Outreach***



### **Objective:**

- ☑ Administer staff recruitment efforts
  - Continuous. The Director is working to ensure the availability of candidates for librarian positions in the event of the closure of the Louisiana State University School of Library and Information Science.
  - The Director is recruiting candidates for all Library positions with an emphasis on employing individuals with diverse backgrounds.

## **Goal: Building Construction Program**

- **The East Baton Rouge Parish Library system provides quality accessible services, collections and programs that anticipate and meet the needs of the community in state-of-the art facilities.**





# Goal: *Building Construction Program*



## Objective:

- ☑ Continue the renewal of dedicated library tax funding to complete the construction of facilities outlined in the three- phase construction program of the East Baton Rouge Parish Library begun in 1986; continued in 1995; renewed again in October 2005
- The Metro Council approved construction contracts. The public was actively engaged in the process.
- *The Director will continue to work with all Metro Council members, the Mayor's office, City Parish officials , and community stakeholders to keep them informed of our progress and to move forward with all Library projects.*

## Objective:

- ✎ Implement phase three of the construction program, on a pay-as-you-go-basis, and construct the new Main Library in the Park, renovate or replace the existing River Center facility, and build the remaining community branches designated by the Library Board of Control.
- In progress now:
  - ✎ Construction for the new Main Library,
  - ✎ Construction for Fairwood Branch,
  - ✎ Construction Documents for Rouzan Branch,
  - ✎ And contract negotiations for the architect are underway for River Center Branch Library.
- *Next year, we will break ground for Rouzan, and begin the concept and schematic design phases of River Center.*



## Goal: ***Building Construction Program***

### Objective:

- ☑ Develop a master plan, scheduling for on-going facilities' maintenance, to insure that facilities constructed continue to be safe, attractive, and well managed (re-roofing; painting; lighting; parking lot pavement, etc.)
- We updated the COOP (Continuity of Operations Plan) this year. The Master Plan is under revision by the Assistant Director of Branch Services and the Facilities Manager.
- In addition to numerous small projects, large maintenance issues completed this year include:
  - New flooring at Jones Creek throughout the building and at Bluebonnet in the Meeting Rooms
  - New HVAC systems at Bluebonnet and Jones Creek and major repairs or upgrades at other branches
  - Completed energy management audits at a number of branches
  - Repainted the interiors at Greenwell Springs, Scotlandville, Baker, Zachary, Bluebonnet
  - Completed the Bluebonnet lighting retrofit and began the retrofit at Jones Creek
  - Replaced the Partition walls at Jones Creek and Bluebonnet
  - Installed new sliding doors at Scotlandville
  - Replaced the phone system at Main
  - We installed benches at several libraries and are currently upholstering chairs at Greenwell Springs
- *Next year, we will install new flooring at Delmont Gardens, complete flooring replacement at Bluebonnet, and we will enter into a new Janitorial Contract.*

### Objective:

- ✎ Continue to monitor population expansion and housing developments to determine the need for future community branch expansion
- Continuous. *Next year, we anticipate reliable new data from the EBR Parish Planning Commission.*





## 2011 LIBRARY PROGRESS REPORT



### Strategic Planning...

- ✍ The LBOC began the process of formally reviewing the Strategic Plan, facilitated by Deputy State Librarian Diane Brown.
- Senior staff attended a similar meeting. Library staff followed up with "Brain-Storming in the Stacks" events.
- *This process will continue through 2012. Each library will host a facilitated meeting for the public. Information gleaned from these meetings and various surveys will be integrated into the Strategic Plan revision.*

### Goal: Learning for Life-Long Success→

Children, youth and adults using the Library system have access to resources and services that support and enhance their efforts to succeed.

- ✍ **Develop a system-wide plan that targets services to children ages 0-12 and their parents/caregivers**
  - Upgraded all AWE early literacy computer stations and installed additional workstations at 4 branches.
  - Enhanced the Summer Reading Program with a new initiative, *Score Big With Books*, featuring Glen "Big Baby" Davis.
  - Purchased books and hired and trained staff for the new Outreach Service to Pre-schools and Learning Centers.
  - *Next year, we will continue to build on these programs; we will also work to develop more participation from the various public, private, and parochial school systems in the Summer Reading Program.*
- ✍ **Develop a plan to work in partnership with local organizations to better utilize library space for "learning community" activities such as ESL, GED, and citizenship classes**
  - We are also reaching out to less-obvious providers—for example, we have continued to offer computer training classes with Capital Area Corporate Recycling Council (CACRC) which has resulted in each participant receiving their own PC. Other free library programs covered adult literacy, health and wellness issues, nutrition, home ownership, legal issues, financial literacy, and credit repair.
  - *Next year, expect to see even more life-skills programs offered throughout the Library System.*
- ✍ **Develop a system-wide plan that targets and increases participation of young adults/teens in library services**
  - Teen and Outreach Services staff are collaborating on events and visits.
  - *Next year, new Teen services staff will be hired for the community branches to serve this special population.*
- ☑ **Expand educational offerings to adults in programs such as computer-based training, by increasing these services in convenient locations in the community branches**
  - Purchased and installed new computers for training patrons & staff in all branches
  - Used the new Bookmobile as an entry point for computer-based training and electronic resources
  - Purchased an online training module for staff development.
  - Patrons and staff received additional, in-depth training through the State Library's BTOP program; we hosted many free BTOP workshops and classes for the public and the staff, and sent staff to external programs for training.
  - *Next year, we will broaden the range of classes offered.*
- ☑ **Participate directly in the literacy coalition efforts underway in the city/parish by providing resources and meeting places for literacy training**
  - Attend and host Literacy Coalition meetings & events.
  - Tutors meet their clients in the Library.
  - Support literacy efforts through targeted collections and outreach
  - Create special material for Adult Literacy providers to highlight resources suitable for their clients.
  - *Next year, we will host open houses for literacy advocates, and one for non-profit organizations at the Grants Center.*
- ☑ **Help stimulate the "learning community" and promote literacy by spearheading a "One Book- One City" program**
  - Completed our 5<sup>th</sup> Spring One Book series featuring *The Maltese Falcon*
  - Partnered on the Summer One Book series featuring *Crazy: A Father's Search Through America's Health Care Madness*.
  - *We are preparing for Oliver Twist in the spring 2011, and will continue to participate in the summer One Book series.*



## Goal: Stimulating Economic Development→

The Library system contributes to economic development.

### ☒ Evaluate resources at all location; establish quality collections to meet the economic development needs of city/parish

- Ongoing weeding & collection development; focus this year was on the business and civil service testing collections.
- *Next year, we will continue to focus on resources for the growing film and game development industries and create appropriate LibGuides to direct patrons to materials and highlight topics of interest to the business community.*

### Determine and prioritize options to enhance job readiness in the community

- The Director is working with the Baton Rouge Area Chamber (BRAC) & the Mayor's Office.
- Staff have begun meeting with staff from Workforce Development.
- The Library cooperated or facilitated the work of six different TV or film projects

### ☒ Provide enhanced small business resources, programs and services in those libraries that serve the business community, such as the Career Center and the Library's online Business and Career Connection

- The Career Center presented free seminars throughout the year and the Library exhibited at the virtual BizTech.
- The Career Center website was integrated into the Library's new website and freshly branded.
- Staff have trained on and instructed patrons in the use of Career Cruising, a new online database
- Branches have offered drop-in "Resume Days" in a regular basis
- Patrons and staff have attended special BTOP classes on developing customer services and workforce skills.
- *The Director has authorized additional training for the staff for 2011.*

### ☒ Participate in the survey on the economic impact of public libraries (conducted by LSU SLIS)

- Completed in 2008. We participate in the annual PLINTERNET study, a survey of Public Library Internet Access.
- This year we ran several use and awareness surveys for staff and patrons on computer access and e-books.
- We participated in Library Legislative Day.
- *Next year, we will post mini-surveys on a variety of topics related to our Strategic Plan.*

## Goal: Providing Access to Information→

The Library system provides accurate, timely, customer-focused information services using a variety of resources.

### ☒ Specify and acquire a more functional state-of-the-art ILS that provides customers with broader and easier access to relevant information and serves as a platform for a digitized local history collection

- Implemented in 2009, in the V-smart ILS project has been upgraded and additional modules installed.
- This year, we have completely re-designed the website.
- *Next year, we will add the Electronic Ordering module and the V-Links and V-Spaces modules.*
- We are upgrading to a single computer domain for all computer operations.
- We have hired a PC LAN Administrator.
- We are applying the computer maintenance and replacement schedule recommended in the Library's Technology Plan.
- We have now replaced all public PCs.
- We are in the process of upgrading our network and have begun upgrades to improve internet access speeds
- *Next year, we will implement a new Print Management system.*

### ☒ Assess staffing levels for maximum customer service and work to achieve optimal staffing needs

- We re-organized all service divisions and allocated new positions for Maintenance, Outreach, & Teen services.
- *Next year, we will focus on training.*

### Establish a staff mentoring and training program that ensures high quality service

- Staff worked on a Succession Plan; the first phase of the Plan will be presented to the Mayor's office in December.
- Staff attended meetings of professional organizations, served on committees, and presented at the ALA Conference.
- *Next year, our new Training Coordinator will roll out a series of programs for staff training.*

- ☑ **Continue the aggressive purchase of high-demand print materials to meet the informational and recreational reading needs of the residents as well as those titles in multimedia formats (DVDs, CDs, audiobooks, videos, etc.)**
  - We added PLAYAWAY VIEWS and BLU RAY formats, and increased purchases of print and non-print media.
  - We increased the McNaughton Bestseller subscription plan and added a subscription plan for Large Print materials.
  - *Next year, we will receive the ODC (Opening Day Collections) for the new branches.*
  - *Next year, implementation of Electronic Ordering should speed up acquisition and delivery of new materials.*
- ☑ **Continue to select and acquire access to full-text and other informational databases which meet the informational and research needs in the parish**
  - New acquisitions: Newsbank Historical Newspaper Archive, Tumblebooks, and increased OverDrive digital collection.
  - Library's Digital Archive (2,500+ images) is fully accessible through the website; oral histories are being added.
  - The Library's Obituary Database is now accessible through the website; it now contains records from 1965-1979.
  - *Next year, more local content will be added to all of these products.*

## **Goal: Increasing Community Awareness and Outreach→**

**Our diverse community is fully aware of the wide range of services available.**

- ☑ **Create and implement a marketing plan**
  - Completed in 2005, this plan has been completely revised and enlarged and now includes a Branding component.
  - LSU Library School students created "how-to" video content for the website
  - A service learning project with LSU's Graphic Arts School resulted in a new logo, which was implemented in 2011.
  - A re-branding project incorporating the new logo is in process. *This project will continue through 2012.*
- ☑ **Identify partners who will assist in increasing public awareness of library services**
  - Staff have developed a large database of potential partners. A new partner is the BR Blues Foundation which has resulted in exposure to new audiences and additional oral histories related to this rich, local resource.
  - *In 2012, we will use components of the GEEK campaign to increase partners.*
  - *A special project for 2012 will involve adding GIS markers to existing Community Information Directory records in conjunction with the Asset Mapping cluster project of Better Baton Rouge and the Baton Rouge Area Foundation.*
- ☑ **Increase awareness of library services among target populations**
  - The staff have met with organizations to increase awareness and create opportunities for outreach.
  - We have distributed re-branded materials to a variety of audiences, and increased the advertisement schedule.
  - *We have increased funding for the SOURCE as well as specific and targeted advertisements for 2012.*
  - *We have started the GEEK the LIBRARY campaign for advocacy and awareness. We will incorporate the GEEK campaign into special strategic planning forums at all libraries, for both staff and patrons.*
- ☑ **Utilizing the services of Metro 21, create and produce a regular public access television program to increase awareness of library services and programs**
  - We created the new *Library Roadshow*, a television show produced in conjunction with 1<sup>st</sup> co and Channel 9.
  - *Next year, we will refine The Library Roadshow and post it on the website in addition to the weekly televised viewings.*
  - *We will involve local community guests as well as board members and library stakeholders.*
- ☑ **Continue utilizing the bookmobile to serve those residents who are unable to visit library community branches (residents of senior centers) and expand these services to residents who live in densely populated housing who lack transportation to nearby branches.**
  - Outreach Service has hired, trained, and deployed new staff, and all new vehicles are in the field.
  - *Next year we will re-wrap the original Library ELF bookmobile to brand it.*
- ✍ **Develop a Library Foundation**
  - The POPL Friends group has met and re-organized their procedures. Director and staff have gathered preliminary information related to how to develop a Foundation.
  - *Next year, we will secure legal advice related to developing a Foundation.*

### Goal: Building Construction Program→

The Library system provides quality accessible services, collections and programs that anticipate and meet the needs of the community in state-of-the art facilities.

- ☑ **Continue the renewal of dedicated library tax funding to complete the construction of facilities outlined in the three-phase construction program of the East Baton Rouge Parish Library begun in 1986**
  - The Metro Council approved construction contracts.
  - The public was actively engaged in the process.
  - *The Director will continue to work with all Metro Council members, the Mayor's office, City Parish officials, and community stakeholders to keep them informed of our progress and to move forward with all Library projects.*
- ☑ **Implement phase three of the construction program, on a pay-as-you-go-basis, and construct the new Main Library in the Park, renovate or replace the existing River Center facility, and build the remaining community branches designated by the Library Board of Control.**
  - In progress now:
    - Construction for the new Main Library,
    - Construction for Fairwood Branch,
    - Construction Documents for Rouzan Branch,
    - Contract negotiations for the architect are underway for River Center Branch Library.
  - *Next year, we will break ground for Rouzan, and begin the concept and schematic design phases of River Center.*
- ✍ **Develop a master plan, scheduling for on-going facilities' maintenance, to insure that facilities constructed continue to be safe, attractive, and well managed**
  - We updated the COOP.
  - The Master Plan is under revision.
  - In addition to numerous small projects, large maintenance issues completed this year include: ,
    - New flooring at Jones Creek throughout the building and at Bluebonnet in the Meeting Rooms
    - New HVAC systems at Bluebonnet and Jones Creek and major repairs or upgrades at other branches
    - Completed energy management audits at a number of branches
    - Repainted the interiors at Greenwell Springs, Scotlandville, Baker, Zachary, Bluebonnet
    - Completed the Bluebonnet lighting retrofit and began the retrofit at Jones Creek
    - Replaced the partition walls at Jones Creek and Bluebonnet
    - Installed new sliding doors at Scotlandville
    - Replaced the phone system at Main
    - We installed benches at several libraries
    - We are currently upholstering chairs at Greenwell Springs
  - *Next year, we will install new flooring at Delmont Gardens and complete the flooring replacement at Bluebonnet*
  - *We will enter into a new Janitorial Contract.*
- ✍ **Continue to monitor population expansion and housing developments to determine the need for future community branch expansion**
  - *Next year, we anticipate reliable new data from the EBR Parish Planning Commission, based on Census 2010.*



EAST BATON ROUGE PARISH  
**LIBRARY**

November 29, 2011

## **EAST BATON ROUGE PUBLIC LIBRARY**

### **Director Review Summary & Process for 2011**

Last Updated on November 10, 2011

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In November of 2008, the Library Board of Control ("Board") selected Mr. David Farrar ("Director" to direct the East Baton Rouge Parish Library ("System") with oversight of 450+ staff members, 14 branch libraries, and an annual budget exceeding \$30M. The Board holds high regard for the trust and confidence of the public and in an effort to sustain and enhance that trust will adopt the following values, beliefs and process to review the Director on an annual basis.

#### **WHY IS IT IMPORTANT**

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##### *The review...*

- Provides the Director with formal feedback on his/her job performance.
- Is a tool for motivation, encouragement, and direction.
- Provides the board with information about the operations and performance of the library.
- Helps to establish a record of unsatisfactory performance if there is ever cause to discipline the Director or terminate employment.
- Gives the Board and the Director a formal opportunity to evaluate the job description.

#### **EFFECTIVE EVALUATION PROCESS**

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##### *Ensuring an Effective Process*

- The process will be open and objective. The review is meant to foster open communication and based upon objective assessment of behavior, not personality traits.
- The process will be a two-way exchange, with feedback from the Director so the Board can evaluate itself and its effectiveness.
- The process will be positive and constructive.
- The basis of the process will be mutual trust and respect. Each party must be prepared to listen responsively to the other, be flexible in its dealings, and strive for mutual agreement.
- The Partnership must establish mutually shared expectations and objectives.
- Surprises must be avoided completely. Evaluative communication must be ongoing in the Partnership... not stored up, then unloaded at the end of the year. The review is meant to be a time to review performance and look ahead.

**DIRECTOR EVALUATION FORM**  
Last Updated on November 10, 2011

**Instructions**

- (1) Each board member should individually respond to this form.
- (2) In responding to the form, board members could refer to the strategic plan and goals, board minutes, usage statistics, program results, or other information sources from the year.
- (3) Submit this for the Board President for inclusion in the Summation Form that will be used during the face-to-face appointment with the director.

**Scale**

E = Excellent    S = Satisfactory    N = Needs Improvement    U = Unknown

CUSTOMER AND COMMUNITY SERVICE				
Level of patron satisfaction	E	S	N	U
Customer service received by patrons	E	S	N	U
Consistent application of policies that affect the public	E	S	N	U
Services are communicated to the public effectively	E	S	N	U
Working relationships and cooperative arrangements with government officials, community groups and organizations	E	S	N	U
Awareness of community needs	E	S	N	U
Mechanisms are in place to hear from patrons and the community-at-large	E	S	N	U
Library is being marketed to the community	E	S	N	U
Comments:				

ORGANIZATIONAL GROWTH				
Services to meet the goals and objectives of the Library Strategic Plan are carried out with staff and trustee involvement	E	S	N	U
Goals and objectives are evaluated regularly	E	S	N	U
Creativity and initiative are demonstrated in creating new services/programs	E	S	N	U
Collection is responsive to the needs of the community	E	S	N	U



The library is responsive to changes in the community	E	S	N	U
Staff are aware of libraries policies and activities	E	S	N	U
There is a working knowledge of significant developments and trends in the field	E	S	N	U
Building and grounds are maintained; in addition to needed repairs and maintenance are done on a timely basis.	E	S	N	U

Comments:

#### ADMINISTRATION & HUMAN RESOURCE MANAGEMENT

Work is effectively assigned, appropriate levels of freedom and authority are delegated	E	S	N	U
Job descriptions are developed; regular performance evaluations are held and documented	E	S	N	U
Personnel policies along with state and federal regulations on workplaces and employment are effectively presented to the employees.	E	S	N	U
Policies and procedures are in place to maximize volunteer involvement	E	S	N	U
Staff development and education are encouraged	E	S	N	U
Staff understand how their role at the library relates to the mission	E	S	N	U
Library climate attracts, keeps and motivates a diverse staff of top quality people.	E	S	N	U
	E	S	N	U

Comments:

#### FINANCIAL MANAGEMENT / LEGAL COMPLIANCE

Adequate control and accounting of all funds takes place; library uses sound financial practices	E	S	N	U
Budget is prepared with input from staff and trustees; the library operates within budget guidelines	E	S	N	U
Official records and documents are maintained, library is in compliance with federal, state and local regulations and reporting requirements	E	S	N	U

Funds are disbursed in accordance with budget, contract, grant requirements	E	S	N	U
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Comments:

#### BOARD OF CONTROL RELATIONSHIP

Appropriate, adequate, and timely information is provided to the board	E	S	N	U
Support is provided to board committees	E	S	N	U
The board is informed on the condition of the organization and all important factors	E	S	N	U
The board works effectively	E	S	N	U

Comments:

#### GENERAL FEEDBACK

Please provide any written objective feedback you have about the Director's performance during the past 12 months.



(Once complete, return this form to the Board President for inclusion in the Summation Form that will be used during the face-to-face appointment with the Director).