

GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Tuesday, January 16, 2018
4:00 p.m.

MINUTES

Greensboro Public Library - Central Branch
219 North Church Street – Nussbaum Meeting Room
Greensboro, NC 27401

	<u>MEMBERS ATTENDING</u> (Voting)	<u>STAFF</u>	<u>ABSENT</u>	<u>LIAISON</u>
1	Sandra Cramer, Chair	Brigitte Blanton	Trudy Atkins	Kay Cashion, Absent
2	Mary Espinola, Vice Chair	Dena Keesee	Netta Cox	
3	Julie Copeland			
4	Ivan Cutler			
5	Bill Finley			
6	Willie Taylor			

CALL TO ORDER

- Sandra Cramer, Chair, called meeting to order at 4:00pm.
- Motion by Willie Taylor to approve November 20, 2017 meeting minutes; seconded by Bill Finley.

CHAIR REPORT

- Great things are happening at our libraries. Chair encouraged Board to go through the Winter Reading Calendar of events and attend something going on in their respective Branch.
- WFMY-News 2 reported Martin Luther King, Jr. Volunteer and Service Fair held at the McNairy Branch on Saturday, January 13th from 10:00-1:00. The event was designed to connect teens and families to volunteer opportunities with local nonprofit organizations. Volunteer service applications were handed out at the event. Chair informed Board that volunteers are needed at all locations and asked Board members to promote.
- City Council Member Justin Outling visited the McNairy Branch and was able to see firsthand what we do/offer. Chair encouraged Board members to visit their respective Branch, find out what the needs may be and report those to the Library Director, as you may see something during visit that Staff does not see.
- Chair mentioned two advertisements for Libraries listed in the City's water bill.
- Chair reintroduced Julie Malloy Copeland, President, Greensboro History Museum and new Board member.

DIRECTOR REPORT

- Director commented on City Academy 2017 and the interest in the Library from participants. One participant asked "what do you get from libraries at a 50,000 ft. level; why should we support libraries?" Director stated we need to get people to understand what we do and can do. In 2018, the bar is being raised for the Board to visit our libraries and investigate what the surrounding communities want.
- January is budget time at the City. Attached is the Library's six-month report (*Attachment #1*). Please note, report does not reflect maintenance/repair of buildings as upkeep of buildings comes out of the Engineering & Inspections. Report reflects figures as of December 31, 2017.
- The Library has requested two service enhancements; a Branch Manager for the Benjamin Branch and a Branch Manager for the Glenwood Branch (both locations currently share a manager with another Branch). We do not know if the requests will be funded.

- Coming soon:
 - Tech Navigator, free one-on-one tech assistance (*Attachment #2*), Open Houses, Tech Tuesdays. Board members may be asked to participate in a "listening tour or technology open house." Deputy Director Brian Hart and E-Librarian Crystal Kulhanek will present at February meeting.
 - New Website: The City and Library are getting new websites. Roll out of the new website is anticipated mid-February. E-Librarian Crystal Kulhanek will demo at February meeting.
- Discussion took place regarding promotion of programs/offerings via the website. Reference was made to the Decimal Points article published by the Greensboro News & Record on Sunday, January 14th and the Library's current tutorial (*Attachment #3*). Discussion included whether this information would be promoted on the Library's website. Sometimes programs/offerings on social media can be overloaded/overlooked. Director pointed out that Youth Services Coordinator was out promoting programs by dropping off flyers at the P/R Sportsplex and Family Dollar near McGirt Branch. Inquiry was made regarding inclusion of the school system as to whether they were aware of the Library's online tutoring program. Director informed Board that Guilford County Schools had purchased their own tutorial program. Director commented that we would follow up the Tech Navigator with a press release. Director mentioned there were over 9,000 participants for One City, One Book due to a lot that was word-of-mouth marketing.
- Discussion took place regarding developing a database for the Library. Director pointed out that due to the number of programs offered, those individuals would be bombarded with information. The idea is that when we send information to you, we want you to push it out to others. Use your relationships to push the information out or let us know who they are so we can make contact.

COMMITTEE REPORTS

Friends of the Library: (Attachment #4)

- *Board meeting Thursday, January 11th.*
 - *Decrease in Board membership*
 - *Bylaws revised to reflect change in number of Board members*
 - *4 Major events coming soon*
- County Commissioner Cashion wished to thank FOL for books donated to juvenile detention center.*

Advocacy: No report

GHM: (Attachment #5)

Following Branch visit assignments were made:

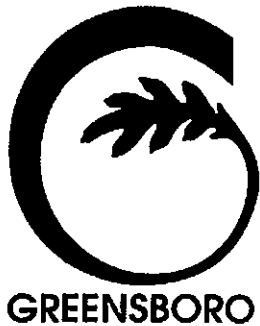
- | | |
|------------------------|----------------|
| • Benjamin Branch | Ivan Cutler |
| • Central Branch | Mary Espinola |
| • Glenn McNairy Branch | Sandra Cramer |
| • Glenwood Branch | Willie Taylor |
| • Hemphill Branch | Julie Copeland |
| • Kathleen Clay Branch | Bill Finley |
| • McGirt Branch | not assigned |
| • Vance Chavis Branch | Viola Fuller |
- Chair called for adjournment. Motion made by Mary Espinola.

Meeting adjourned: 5:05PM

**Greensboro Public Library
FY2017-2018 Mid-Year Budget Report
to the Board of Trustees**

(Attachment #1)

	2017-18		
	Budget 2017-18	Expenditures* through 12/31/2017	% Budget Spent
Operating Budget by Category			
Personnel	6,377,168	3,006,114	47.14%
Maintenance & Operations	2,796,255	1,173,559	41.97%
Capital	0	0	na
Operating Budget - Total	\$9,173,423	\$4,179,674	45.56%
Operating Budget by Division			
Administration	594,189	336,229	56.59%
Acquisitions	127,877	56,295	44.02%
Cataloging	148,053	72,333	48.86%
Processing	287,052	109,054	37.99%
Support	1,457,025	614,957	42.21%
Circulation	719,253	338,396	47.05%
Children Services	258,221	99,326	38.47%
Reference	957,958	479,010	50.00%
Extension Administration & Cheer	6,063	3,178	52.42%
Materials	948,391	397,702	41.93%
Benjamin Branch	292,618	133,383	45.58%
Glenn McNairy Branch	404,975	185,477	45.80%
Vance Chavis	433,699	211,924	48.86%
Hemphill	451,577	224,988	49.82%
Glenwood	295,753	115,465	39.04%
Kathleen Clay Edwards	585,418	275,630	47.08%
McGirt-Horton	468,818	188,052	40.11%
Historical Museum	736,483	336,964	45.75%
Total Operating Budget	\$9,173,423	\$4,178,363	45.55%
* Expenditures include funds that have been encumbered but not actually paid out.			



**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

Contact: Brian Hart
Phone: 336-373-2699

New Library Initiative Offers Free Tech Assistance

GREENSBORO, NC (January 22, 2018) – Do you consider yourself technically challenged? Are you the last person on earth without an e-mail account? The Greensboro Public Library wants to help with Tech Navigators, a new initiative offering free one-on-one assistance at each location.

Customers can make an appointment for a 30-minute Tech Navigator session to learn about computer basics; how to use a mouse and keyboard; setting up e-mail; browsing the Internet; researching online databases; searching for jobs online; using a smartphone, tablet or eReader; and downloading free Library resources.

In addition to one-on-one assistance from Tech Navigators, each branch Library location is offering a free Tech Open House on the following dates and times:

Benjamin Branch	Tuesday, February 6	4:30-6:30 pm
Glenwood Branch	Thursday, February 8	5-6:30 pm
Glenn McNairy Branch	Saturday, February 10	3-4:30 pm
Kathleen Clay Branch	Tuesday, February 13	3:30-5 pm
McGirt-Horton Branch	Thursday, February 22	4:30-6:30 pm
Hemphill Branch	Thursday, February 22	3-5 pm
Vance Chavis Branch	Wednesday, February 28	5-6:30 pm

Deputy Library Director Brian Hart said, "Technology plays a critical role in connecting people to government services, health resources, job opportunities and social activities. At the Greensboro Public Library, we embrace our mission of fostering lifelong learning and providing free and equal access to information to help our customers become more skilled and savvy in their daily uses of technology. One-on-one Tech Navigators will help our customers accomplish their goals."

To find out more about the exciting programs and resources at the Greensboro Public Library, visit www.greensborolibrary.org.

Resources are more than books

View Article

News & Record (Greensboro, NC) (Published as Greensboro News & Record (NC)) - January 14, 2018

- **Author/Byline:** Stephen Culkin
- **Section:** Ideas
- **Page:** 6E
- **Readability:** >12 grade level (Lexile: 1390)

The holidays are a fading memory, school buses are rumbling again, and if that's not enough to remind students that their vacations are over, surely the return of homework assignments, pop quizzes and tests brings them face-to-face with the fact that they have some work ahead before summer finally arrives.

No need for worry: the Greensboro Public Library has long been a place for students to get books and assistance to help them meet their academic goals.

The help available today is even better than students of earlier generations could have imagined, with a multitude of online resources that make it easier than ever to successfully meet and master their scholarly tasks, be it preparing for their elementary end-of-grade tests, their Senior Advanced Placement exams or anything in between. While there are far more than can be mentioned in this space, I'd like to highlight a few of the many great online learning tools offered by the library.

Connect with experts

Tutor.com allows users from kindergarten through college to engage in a real-time chat with subject experts in all curriculum areas. Students can upload files to share with the tutors, and the tutors are able to write onscreen so that students can follow the process when appropriate (for example, solving a math equation).

As a parent, I was very happy this service was available when my kids were in school. I did just fine in algebra, geometry and trigonometry during my high school years, but I readily admit to not revisiting these areas of study over the past 40 years.

The availability of tutors offering expert help was like bringing your student's teacher home with you. I appreciated, too, seeing how the tutors interacted with the student. They don't merely give students answers to their questions; rather, they guide them through the process expertly and patiently and will ask questions that allow the student to demonstrate that he or she understands the concepts.

In addition to getting help with class assignments, students can access study resources and practice exams for standardized tests such as the (P)SAT, ACT, EOG, AP and citizenship exams.

Students can access tens of thousands of eBooks through the North Carolina Digital Library and several other eBook collections included in the NCLIVE.org collection of databases. This can be especially useful when a whole class has been assigned to read the same title and all print copies have been checked out from the library.

The North Carolina Digital library has many downloadable audiobooks in addition to the eBooks, if that format is preferred. With just a few clicks, a student can check out and begin reading or listening to a book.

Speaking of reading assignments, students in middle school and high school will be wowed when they discover the many databases available to help them with their English assignments. The Gale Literature Resource Center offers reviews, articles, critical essays, topic overviews and biographies covering authors, their works and literary movements.

Many multimedia files also are available. Students have access to more than a half-dozen poetry databases as well, with tens of thousands of poems. Those concerned about the reliability of information found on the web need not be with these databases.

The information is culled from a variety of well-known authoritative print reference resources. Essentially, students have access to the same information contained in thousands of volumes found in the literary reference collection of a good research library.

Getting research help

Students writing reports on current events or preparing to debate pro-con issues will want to familiarize themselves with the CQ Researcher and SIRS Issues Researcher databases. They are guaranteed not to encounter any fake news when using these resources.

What they will find are non-biased reports on a wide variety of topics, written by experienced journalists and subject experts, that provide students with an overview of the topic, the current situation, a historical background and chronology of relevant events, a pro-con feature offering differing opinions, and many charts, photos and other graphics that can be used to support their research.

There also is a bibliographic guide to resources where students can get additional information related to their topic. Should partisan gerrymandering be eliminated?

Should the government provide cash payments as a Universal Basic Income to those who have lost jobs due to automation? Should states legalize, regulate, and tax marijuana? Should the government fund the arts and cultural expression? These and hundreds of other issues can easily be researched using the Greensboro Public Library's online databases.

Going to the movies

Another great tool that students have easy access to today is the Films On Demand database. Students can find an abundance of film resources with approximately 28,000 films on almost any conceivable topic. Films can be watched in their entirety, but the films also are broken into nearly 300,000 searchable segments that allow students to more narrowly focus their research and find exactly the portion of a film that relates to their topic without having to view a film in its entirety. There also are hundreds of PBS videos available.

Reading articles

With a library card, all students can easily access the vast number of research tools found in the NCLIVE.org collection of databases, including indexes of thousands of magazines, newspapers and journals, providing users with access to full-content articles. It's hard for me to conceive of doing my job as a reference librarian effectively or efficiently without NCLIVE.

There are resources within the collection that are appropriate for children in elementary grades as well as adults doing post-graduate work.

While the databases can be used for a wide variety of non-academic purposes, they are especially helpful to students from middle school through college.

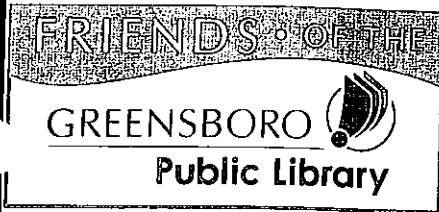
High school students especially would be wise to become familiar with the staggering array of research databases, which are sure to make their school work easier and more successful.

The resources discussed here are just a few of the many available to students through the library. We encourage students, parents and teachers to visit and ask the librarians for help in finding and using the resources that will best meet their informational needs.

The Greensboro Public Library looks forward to helping you make the school year a success!

Stephen Culkin is a reference librarian for the Greensboro Public Library. Decimal Points is a regular feature from the library.

- *Record: GNR0023445159*
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January 2018 Update:

- Board Meeting: Thursday, January 11, 2018
- Decrease in Board membership
- Bylaws revised to reflect change in number of Board members
- Four major events coming soon
- County Commissioner Cashion wished to thank Friends of the Library for books donated to the juvenile detention center.

Submitted By:
Bill Finley
President, 2018
Friends of the Library



**G R E E N S B O R O
H I S T O R Y
M U S E U M**

January 2018 Update:

“History In The Making” Trustee Retreat:
Saturday, January 20th

Appreciation Reception & Program:

Evening of Thursday, January 25th

Guest Speaker: Col. Frank Pusey, Retired Pilot, Air Force One

*Hosted by GHM, Inc. Board of Trustees to thank Key
Supporters & Staff of the Museum

Singing Telegrams-Exciting News! The Museum’s Board of Trustees is piloting a Singing Telegrams Fundraiser during February for Valentine’s!

2018-The Year Of Dolley!

(Dolley Madison's 250th Birthday is May 20th!)

Stay tuned for more details & “not to miss” events!

Our World War I Exhibit Continues to Wow! Please drop by to experience it, if you have not already done so!

Submitted By:

Julie Copeland

President, 2018

Greensboro History Museum, Inc.

01.09.18