

Memorandum



CITY OF DALLAS

DATE January 16, 2015

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Expanded Library Hours and Services

On Tuesday, January 20, 2015, the Arts, Culture & Libraries Committee will be briefed on Expanded Library Hours and Services. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

EXPANDED LIBRARY HOURS AND SERVICES



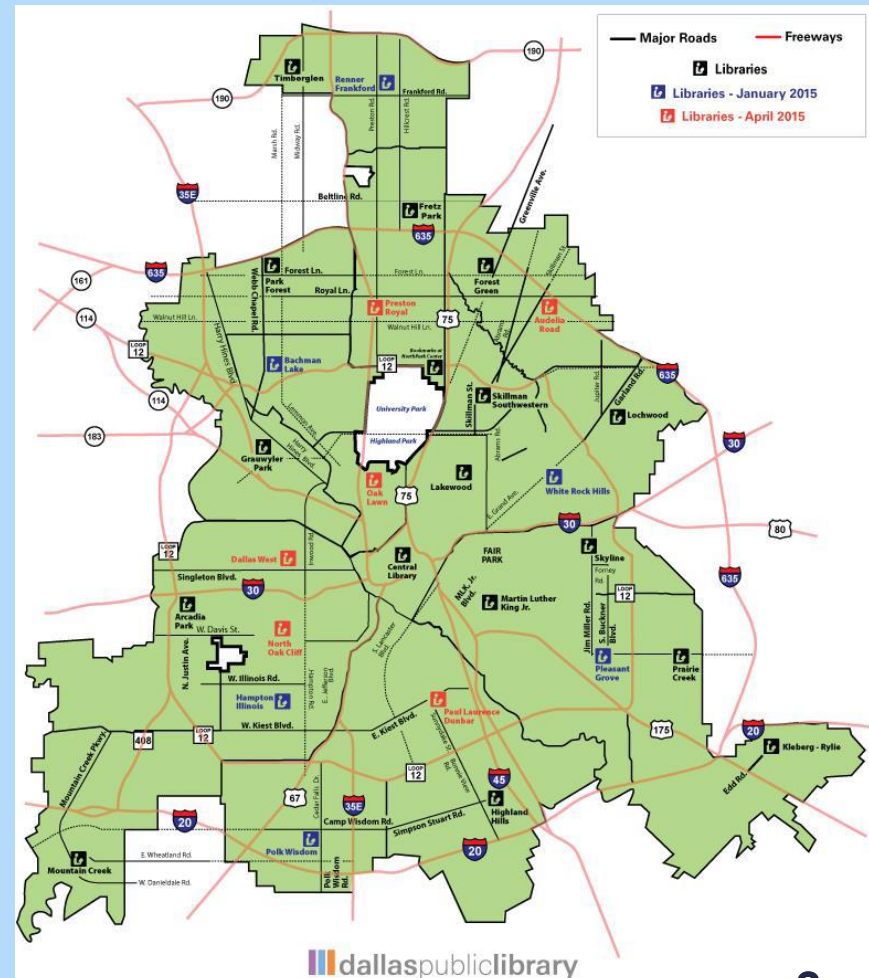
Presented by
Jo Giudice

Arts, Culture &
Libraries
Committee
January 20, 2015



OVERVIEW

- Background
 - Library Hours
 - Library Materials Budget
 - Customer Usage
- Expanded Library Hours
- Staffing
 - Hiring
 - Training
- Library Service Improvements



BACKGROUND - LIBRARY HOURS

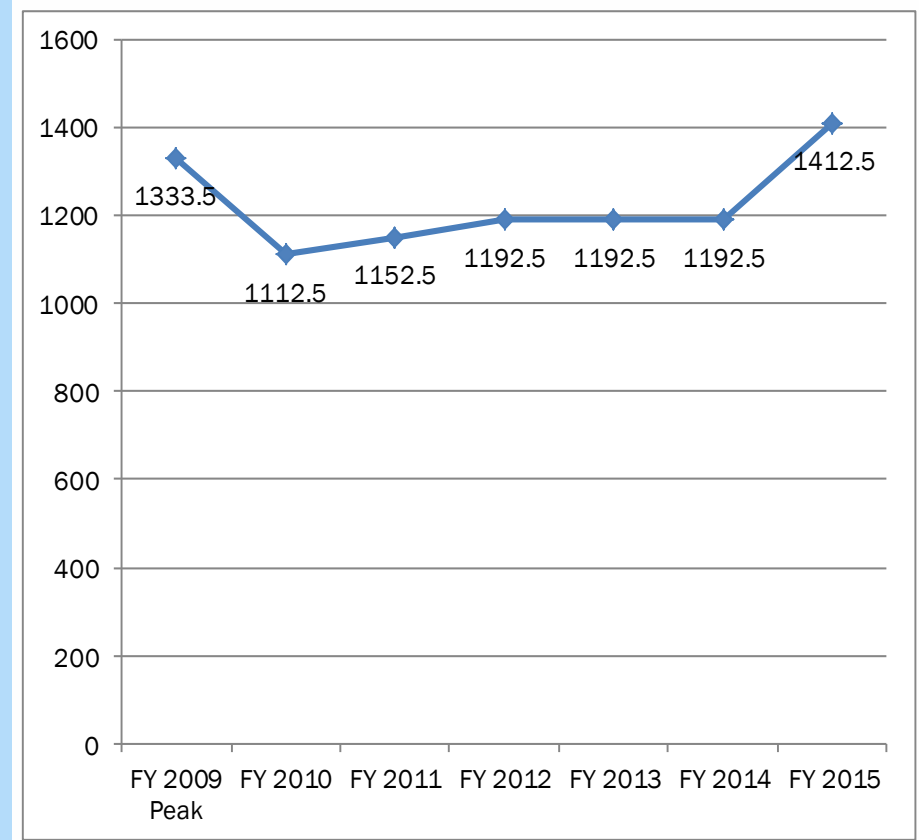
Number of Library Locations Open per Day

	Total Sites	SUN	MON	TUE	WED	THU	FRI	SAT
FY 2009 (Peak)	27	11	27	26	27	15	16	27
FY 2014	29	2	3	28	29	29	29	29
FY 2015	29	14	15	28	29	29	29	29

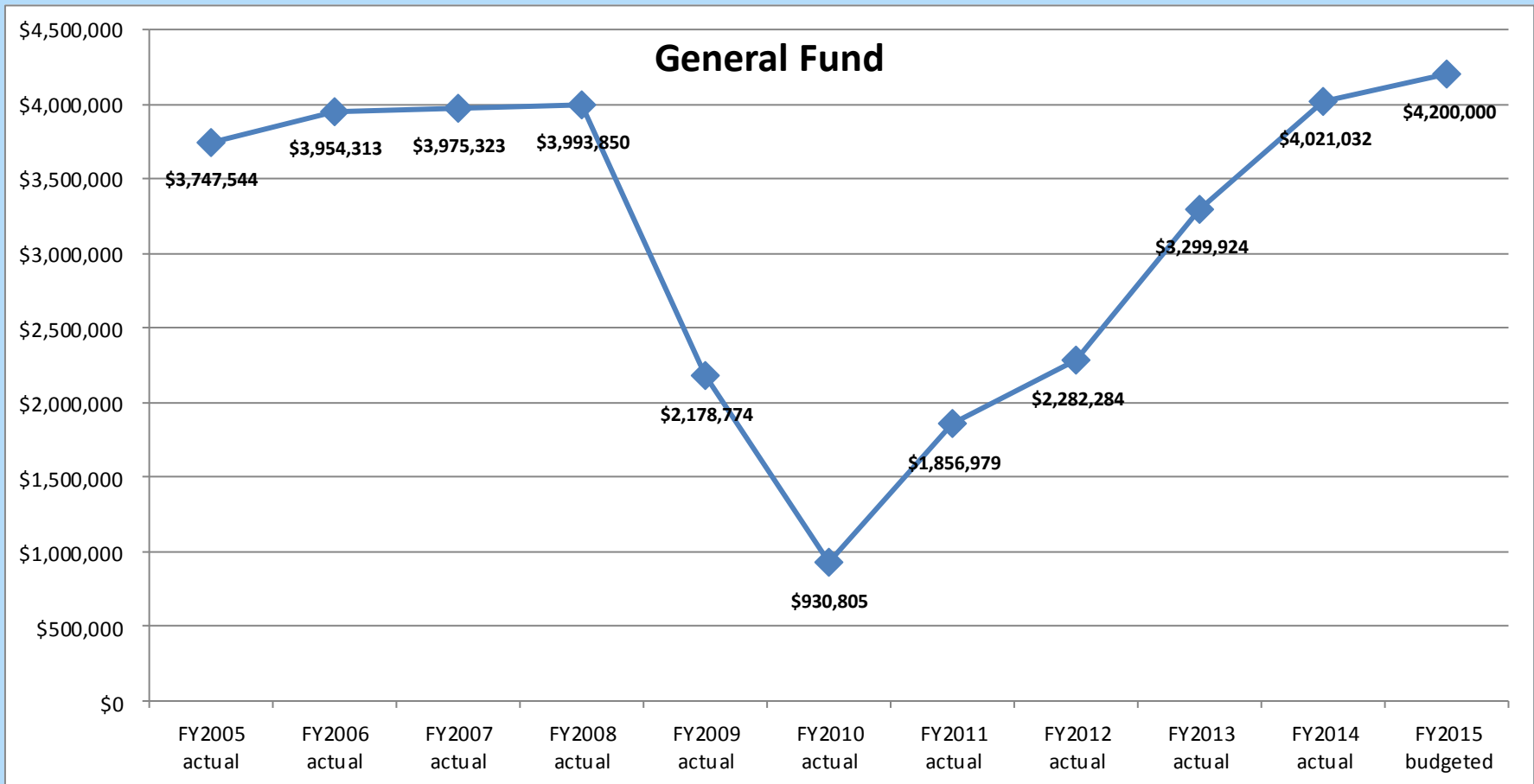
Notes:

- 29 sites in FY 2014 includes Central, 25 branches, 2 DISD co-locations & Bookmarks at NorthPark Center
- New sites (not replacements) opened since 2008 include Prairie Creek and White Rock Hills
- During FY 2015 Fretz Park is closed for renovation until late summer

Total Hours Open per Week

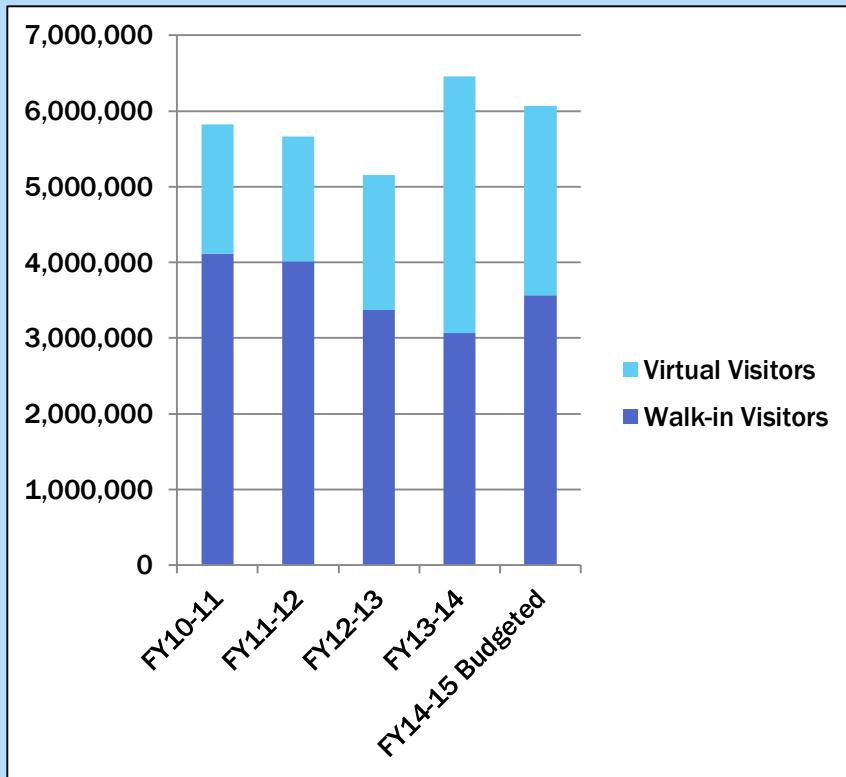


BACKGROUND - LIBRARY MATERIALS

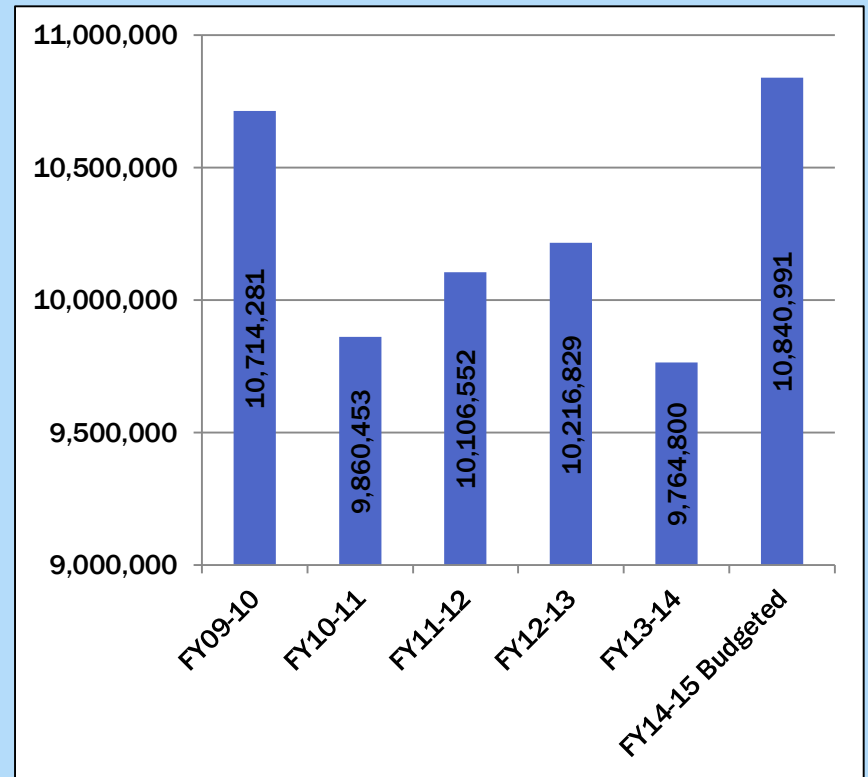


BACKGROUND - CUSTOMER USAGE

Number of Visitors



Library Materials Used



EXPANDED HOURS

Two year plan to expand library hours

- For FY14-15, City Council funded an expansion of library hours that will exceed prior peak year service levels
 - Additional hours at 13 locations – 96 positions
 - January 2015
 - 7 day service at 7 locations - J. Erik Jonsson Central Library , Bachman Lake, Hampton-Illinois, Pleasant Grove, Polk-Wisdom, Renner Frankford & White Rock Hills
 - April 2015
 - 7 day service at 6 additional locations - Audelia Road, Dallas West, North Oak Cliff, Oak Lawn, Paul Laurence Dunbar Lancaster-Kiest & Preston Royal
- Staff will propose expanding hours at the remaining 15 locations for FY15-16

SCENES FROM THE FIRST SUNDAY & MONDAY



SCENES FROM THE FIRST SUNDAY & MONDAY

Due Date
DVD's
1-11-15
Books & cd's
1-25-15




SCENES FROM THE FIRST SUNDAY & MONDAY



GETTING THE WORD OUT

- Library website
- Library newsletter – *Around the Library*
- Flyers
- Bookmarks
- Community outreach and school visits
- Social media
- Request notices



New hours starting January 2, 2015 at 7 locations

Bachman Lake, Pleasant Grove, Polk-Wisdom, Renner Frankford, White Rock Hills

Sunday - 1 p.m. - 5 p.m.
Monday - 10 a.m. - 6 p.m.
Tuesday - 10 a.m. - 8 p.m.
Wednesday - 10 a.m. - 8 p.m.
Thursday - 10 a.m. - 8 p.m.
Friday - 10 a.m. - 6 p.m.
Saturday - 10 a.m. - 6 p.m.

Hampton-Illinois

Sunday - 1 p.m. - 5 p.m.
Monday - 7:45 a.m. - 8 p.m.
Tuesday - 7:45 a.m. - 8 p.m.
Wednesday - 7:45 a.m. - 8 p.m.
Thursday - 7:45 a.m. - 5 p.m.
Friday - 7:45 a.m. - 5 p.m.
Saturday - 10 a.m. - 5 p.m.

J. Erik Jonsson Central Library

Sunday - 1 p.m. - 5 p.m.
Monday - 10 a.m. - 5 p.m.
Tuesday - 10 a.m. - 8 p.m.
Wednesday - 10 a.m. - 5 p.m.
Thursday - 10 a.m. - 8 p.m.
Friday - 10 a.m. - 5 p.m.
Saturday - 10 a.m. - 5 p.m.

New hours coming to 6 more locations on April 1, 2015

dallaspubliclibrary
www.dallaslibrary.org

7 Day Service!

More Evenings

Open Sundays & Mondays


NEW STAFF

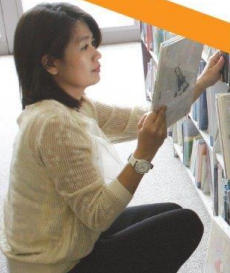
- 73 new positions have been filled for January and 23 new positions to be filled for April expanded hours by February 2015
- Including vacancies, the Library has filled 114 positions, 81 of those are new employees to the City
- Job Fairs held in late September 2014
 - 380 applicants attended job fair
- Additional 2,900 applicants through NeoGov

Your New Career Starts Here **LIBRARY JOB FAIR**

Jobs Start- November 2014
J. Erik Jonsson Central Library
1515 Young Street Dallas, TX 75201
Concourse, 1st Floor

Thursday, September 25th, 1p.m. - 7p.m.
Saturday, September 27th, 11a.m. - 4p.m.

 **dallaspubliclibrary**
Please bring resume and complete application online
www.dallaslibrary.org



Ruby
I immigrated to the U.S. three years ago and was afraid of speaking English. Working at a public library means being patient and listening every day. I'm not afraid anymore because I work with a great team. The library makes my life colorful and builds my confidence.
-Ruby Page

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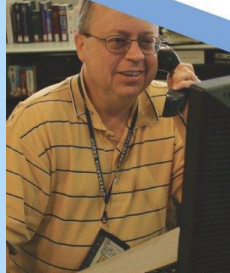
Cathy
I enjoy working in customer service because every day is a new experience with our customers. I see it as a daily challenge to do my job better every day.
-Cathy, Customer Services Representative

Tell Us About Your Story **LIBRARY JOB FAIR**

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Mark
We have an important role in helping our city flourish. It's in the toughest areas, great work, and without challenge, but extremely rewarding and gratifying.
-Mark, Manager

LIBRARY NEW EMPLOYEE ORIENTATION

- Five days at Central Library
- Topics included:
 - Customer Service
 - Library policies and procedures
 - ISO/OHSAS Awareness
 - Use of the library catalog
 - Digital library resources
 - Daily life at the library



MEETING THE NEW STAFF

What I didn't put on my resume....

"I am certified in Medical Assisting with specialization in Phlebotomy."

*"English is not my first language.
Neither is Korean."*



What I didn't put on my resume....

*"I taught myself to sew at 15,
entered a fashion show, and won
an all expense paid trip to NYC."*

*"I did German folk dance in high
school."*

MEETING THE NEW STAFF



What I didn't put on my resume....

"I have self-published four books."

"I was a homeless teenager for 3 years from ages 14-17."

What I didn't put on my resume....

"I was a security guard and managed a gas station."

"I'm a member of the International Thespian Society."



LIBRARY SERVICE IMPROVEMENTS

- **Upgraded broadband at branch libraries – completed November 2014**
- **Replacement of public computers – branches completed January 2015; Central Library Spring 2015**
- **Copier/scanners at all locations – Spring 2015**
- **Library Strategic Plan – Fall 2015**
- **Sammons Small Business Center opened on the 5th floor of the J. Erik Jonsson Central Library – July 2014**
- **Opened the 1st GED Testing Center to be located in a Texas library, on the 3rd floor of the J. Erik Jonsson Central Library – October 2014**
- **Opened 2nd Literacy Center in partnership with MoneyGram at the Bachman Lake Branch – May 2014**