REPORT SUMMARY

This report presents the outcome of the marketing strategy engagement being undertaken by Clarence Valley Council for its library services.

OFFICER'S RECOMMENDATION

That the Clarence Regional Library (CRL) Committee notes the new logo, style and templates to be used by Clarence Valley Council Libraries and those to be shared for CRL wide initiatives with the inclusion of members' Council logos.

BACKGROUND

At its August 2013 meeting the committee was provided with an overview the marketing strategy project and the results of community engagement undertaken in Clarence Valley by The Library Project consultants. The recommendation adopted by the CRL Committee was:

That the Committee note the key elements of the marketing / promotional strategy for Clarence Valley Libraries which will be pursued and subsequent amendments to be explored for the Clarence Regional Library website, marketing collateral and other branded materials.

Since that time the consultants have worked with Clarence Valley library staff to explore the feedback from the community and how that can be best utilised to inform marketing for their libraries. All staff were provided with introductory training about marketing while a smaller group focused on developing specific branding. It was a comprehensive and collaborative process which has motivated and stimulated staff to promote the services they deliver with pride.

The consultants will continue to work with a small group of key staff in relation to social media and the launch of the new Grafton Library. The next component of the project is development of a 60 second Youtube video featuring local library users expressing what they love about the library. It is intended as a generic promotion for our libraries.

ISSUES

It was previously identified that the key issues arising from this project for the CRL related to:
1. *The Brand Identity created for CVC is based on its feedback from its users and non-users. The messages from BSC's community may be different.*
2. *The Website is focused on the CRL entity and needs to be more LGA specific.*
3. *Marketing Collateral for CRL activities needs to allow for individual LGA branding.*

It was identified that 'Clarence Regional' will be taking a back seat to 'Library' to allow each individual LGA to take the dominant role.

It was recognised that cost implications for the CRL relate to modifications to the website for which funding has been allocated. Achieving the desired outcomes requires further investigations, discussions will be undertaken with our website contractor to determine how best to reflect the individual LGAs on the Web. It was also recognised that collateral produced for shared activities will need to enable BSC branding to replace the CVC components.

A generic book carrier has been developed and orders are now in place. Other collateral items are being considered as well.

A brand logo has been developed; a style guide developed and templates provided for nametags, reports, book marks, advertising and DL brochures. The overall approach that is being adopted in our communications is a relaxed conversational style which is less formal than the corporate approach we have become accustomed to, more welcoming and more inclusive of all types of library users. We have set a target of increasing our membership from 43% to 60% of our population. Staff are proud of the services they offer and now feel more confident in getting the appropriate messages out to the right target groups in order to achieve that goal.

This conversational style has been adopted at a corporate level by CVC, particularly in attracting and encouraging more residents to the Clarence Valley.

In reference to the templates produced, the following use is proposed.

Item	CRL Use	CVC Library Use	BSC Library Use
Name Tag		Template, CV Library logo and font.	
DL flyer	Template, font and conversational style. Add CVC logo and BSC logo.	Template, CV Library logo, font and conversational style. Add CVC logo.	Template, font and conversational style for CRL funded / supported events. Replace CV library logo with BSC logo.
eNews/eBlast	Template, font and conversational style. Add CVC logo and BSC logo.	Template, CV Library logo, font and conversational style. Add CVC logo.	Template, font and conversational style for CRL funded / supported events. Replace CV library logo with BSC logo.
Report covers	Template, font and conversational style. Add CVC logo and BSC logo.	Template, CV Library logo and font. Add CVC logo.	
Advertising	Template, font and conversational style. Add CVC logo and BSC logo.	Template, CV Library logo, font and conversational style. Add CVC logo.	Template, font and conversational style for CRL funded / supported events. Replace CV library logo with BSC logo.
Book marks	Template, font and conversational style. Add CVC logo and BSC logo.	Template, CV Library logo, font and conversational style. Add CVC logo.	
Media Releases	CVC template. Conversational style.	CVC template. Conversational style.	BSC template. Conversational style
Library bags	Generic statements / images.	Generic statements / images.	Generic statements / images.
Library notices within a library		CV Library Logo, font and conversational style	

Anne D'Arcy
<u>Executive Officer</u>
Clarence Regional Library

Prepared by: Anne D'Arcy
                 Executive Officer
                 Clarence Regional Library
Attachments: Logo and Template examples

REPORT SUMMARY

This report provides an overview of the status of the Clarence Regional Library (CRL) Reserve Fund at the commencement of the 2013/14 financial year. The reserve fund must ensure that liabilities, particularly staff entitlements, can be paid in the event of membership changes or dissolution of the CRL.

OFFICER'S RECOMMENDATION

That the Committee note the status of the reserve fund for the 2013/14 financial year and the previously agreed items of expenditure over the coming years with a further decision to be taken regarding the upgrading to Spydus 9.

BACKGROUND

Management of the accumulated reserve funds is essential to ensure that all current financial year liabilities can be met. Remaining funds have been allocated to future initiatives to allow for continuous improvement without the need for additional injections of funds from members.

At the February 2013 meeting the Committee considered a range of expenditure options, with a particular focus on meeting annual costs associated with RFID, against estimated liabilities and resolved:

> That the Committee adopt the expenditure of the Reserve budget on implementation and maintenance of RFID, the four-yearly User and Non-User Survey, four-yearly replacement of laptops, four-yearly replacement of iPads, purchase and four-yearly replacement of eReaders and promotional activities.

The outcome of the discussion was that the reserve fund could continue to fund these costs as well as full replacement of the RFID system for up to seven years. It was also considered prudent that this be reviewed every year to keep abreast of changes in the financial position and the need to take alternative actions.

ISSUES

A number of assumptions have been made in determining the status of the reserve fund over a ten-year timeframe.

- Only current staffing levels can be considered.
- Current staff will continue to work for the CRL and no redundancies will occur during that time.
- Interest rates are based on a conservative rate of 4%.
- The CPI is 3.5% - a little higher than the current 3.25%.

Any changes in those circumstances and or other influences will affect the total value of the reserve in terms of its capacity to accommodate pre-agreed future expenditures.

<u>Income to the Reserve Fund</u>
The income to the reserve is determined by the amount of unexpended funds from the previous financial year. End of Financial Year 2012/13 processing has indicated a total income of $96,439.57 into the reserve. This is result of:

- Book Vote - committed but not yet received and unallocated book vote;
- Greater than expected reduction in freight and cartage costs following the withdrawal of Nambucca Shire Council from the service;
- Reduced book maintenance costs with items ordered but not received;
- Reduced administrative expenses; and
- Unexpended promotional funds.

A number of these will be resolved with more settled and appropriate staffing levels, while others will require adjustment for the next financial year.

<u>Restricted Reserve Funds</u>
A number of potential items of expenditure must always be maintained in the reserve fund.

- Staff costs: The Grade 3 administrative assistant hours have been increased. The Executive Committee of the Executive Council determined that this would proceed on a trial basis for one year and therefore no changes have been made to redundancy provisions at this stage. If the increased hours continue, redundancy provisions will increase by $3,568 in Year 1 and continue to increase each year.
- Staff costs: An automatic increment of 3.25% has been included each year.
- Library Management System: The previous cost of $1,000 for separation of the data base was underquoted and now has been increased to $3,000 to reflect the true cost incurred by NSC's withdrawal.
- Library Management System: While there is a fee for early termination of this contract, CVC will still require such a system in the event that the CRL entity is terminated and therefore this has been excluded from the calculations.

<u>Expenditures</u>
All previously agreed improvement expenditures to be funded from the reserve will proceed.

- Replacement of lap tops to the value of $7,200 will occur this financial year.
- Establishing RFID (retro-tagging and infrastructure) has not required any funding from the reserve due to the success of the NSW Libraries grant and external funding for Grafton Library.
- Recurrent RFID costs to be funded from the reserve have decreased: Tagging of new items has dropped from $2,300 per annum to $1,900 for 10,000 tags; the annual licence fee of more than $12,000 per annum will not be charged as previously advised, however there will be one-off $2,000 this year; Warranty fees have reduced from $11,310 to $9,640 during the first four years; and replacement of the equipment has been reduced to $106,620.
- Undertaking the User and Non-User Survey, conducted every four years, could be reconsidered if necessary. However, this is an agreed item included in the Service Agreement and is fundamental to ensuring the future direction of library services meets community needs, interests and aspirations.

An analysis of the CRL Reserve's capacity to fund the specified expenditure items has been undertaken. Two options were explored to allow for consideration of upgrading the Spydus system which will inevitably be required in the future as previous versions become obsolete. Option 2 has considered this upgrade occurring in the next financial year. No specific timeframe has been determined for mandatory upgrading by Civica at this stage.

The results indicate:

- Option 1 (Attachment 1): All of the previously agreed initiatives and liabilities listed can be accommodated beyond 2023/24 whilst allowing sufficient funds for full replacement of RFID. This improved outcome is largely the result of no additional annual Civica fees for RFID.
- Option 2 (Attachment 2): All of the previously agreed initiatives and liabilities listed, as well as an upgrade to Spydus 9 can be accommodated until 2021/22 to 2022/23 depending on the replacement costs of the RFID equipment.

Features of Spydus 9 are the subject of a later report.

OPTIONS

1.   That the Committee notes the status of the reserve fund for the 203/14 financial year and the previously agreed items of expenditure over the coming years with a further decision to be taken regarding the upgrading to Spydus 9.

2.   That the Committee determines an alternative combination of items to be funded by the Reserve budget.

Option 1 is the preferred option.

Anne D'Arcy
Executive Officer
Clarence Regional Library

Prepared by: Anne D'Arcy
                Executive Officer
                Clarence Regional Library

Attachment 1: CRL RESERVE MANAGEMENT - September 2013 - No Spydus 9 Upgrade
Attachment 2: CRL RESERVE MANAGEMENT - September 2013 - Spydus 9 Upgrade

Item: 7.3 No.4/13 – CRL COMMITTEE WORKPLAN 2012-2016 REVIEW ATTACHMENT

REPORT SUMMARY

This report proposes amendments to the Clarence Regional Library (CRL) Committee 2012 – 2016 Workplan developed from the CRL Strategic Plan and Action Plans 2012-2022.

OFFICER'S RECOMMENDATION

That the amended Clarence Regional Library Committee Work Plan 2012 – 2016 be adopted by the Clarence Regional Library Committee to guide its operations over the remainder of its term.

BACKGROUND

When the CRL's Strategic Plan was developed an Action Plan was also developed to guide the achievement of the priorities within the Strategic Plan. As the CRL has the responsibility for overseeing the delivery of the Strategic Plan, a Workplan was developed and adopted to guide issues to be addressed at each meeting over the life of the Committee.

The Strategic Plan can only be systematically and consistently implemented by all members of the CRL through the delivery of the Action Plan. The Action Plan contains a list of 48 comprehensive strategies to be progressively implemented over ten-year period. However, only a subset (26) of these will be directly pursued by the Committee as identified in the Workplan.

While timeframes and priorities have been identified, good practice suggests there should be an annual review of progress and amendments where appropriate. .

ISSUES

An annual review is scheduled at the annual August meeting to monitor progress and make amendments as appropriate. This was overlooked in preparing the agenda for the 2013 meeting. However, the current committee has now been operating for over 12 months and this November marks the fourth meeting of the committee. It is therefore a timely point for review of services and operations.

The key change proposed is the bringing forward of the integration of CRL staff into the new Grafton Library (shaded area). While detailed planning has been underway for some months now, this has not been reported to the Committee previously. It is intended that the committee be kept informed of how this change in location and potential operations progresses.

Item	Activity	Performance
1.1.1	User and Non-user Survey	Not due until late 2015
1.1.7	RFID	Implementation now underway with regular reports to be provided at each meeting to monitor commencement, customer take-up and staff management outcomes.
1.2.1	Collection management plan	Update provided on progress 1st quarter – key points: reviewed Collection Development Policy, floating Collections reintroduced, outsourcing options and processes were reviewed and updated

			for increased efficiency.
1.2.2	Local History strategy		Being progressed by CVC library staff member and CRL
1.2.3	Community collection needs survey		Scheduled for 2014
1.2.4	Develop a comprehensive digital collection		Ebooks through Wheelers introduced in September
1.2.5	Develop a DVD collection		This collection commenced with donations. The current year's Book Vote has $21,800 allocated to expand this very popular collection.
1.2.6	Increased databases		Ancestry.com, Zinio, Wheelers ebooks are the main additions. Focus has shifted to promotion and training related to current databases. Assessment of ongoing needs continues.
1.2.7	Process streamlining and restructure		Processing changes and additional hours are proving effective in reducing processing times and getting stock to the branches.
1.2.8	Expand Aboriginal resources		A $10,000 allocation kicked off the development of these resources. The current financial year has $5,000 allocated to further resources.
1.2.9	New technologies		eReaders eBooks eMagazines iPads eReader lending trial still in research stage re legal implications and practicalities.
1.2.10	Develop a corporate library service		Not within this timeframe.
1.3.1	Develop a marketing plan		CRL clients will benefit from CVC marketing approach. The focus on customers and individual LGAs negates the need for a CRL specific strategy
1.3.2	CRL identity and signage		The CVC marketing strategy consultations identified the CRL identity as having no value for library clients and therefore no specific developments will be pursued in this area. All signage will reflect the local LGAs requirements as well as contemporary library practices / standards.
1.5.1	Targeted public consultations		Youth survey completed, analysis underway. A schedule of future targeted consultations is being prepared.
1.5.4	Annual community book selection		Successful events were held in September 2012 at Bellingen with 40 attendees and in November 2012 in Grafton with 50 attendees. These are planned to be repeated annually. Currently Bellingen in September (40) and Yamba in November 2013.
3.1.1	Review policies and procedures		CVC Governance Section prompts the review policies in accordance with the agreed review timeframes identified on each policy. The May meeting saw the finalisation of the Volunteer and Collection Development policies. A recent request has highlighted the need to develop guidelines for a basic reference service as referred to in the *Library Act 1939* 10 1(e). This would be applicable to local LGA libraries as well as the CRL service provided for clients.
3.1.4	Review library management system		Due to commence in 2014
3.1.5	Integration of CRL staff into new library		Current internal CVC planning for the new library includes a working group focused on occupation of the new facility. This includes relocation of all staff, allocation of tasks related to on-going occupation, management of spaces, work flows and interactions amongst CVC library staff and CRL library staff. Work spaces have been allocated to maximise efficiencies and effectiveness of a range of library processing activities. Staff have been involved in these discussions and have visited the new facility to confirm use of spaces, location of equipment and

		adequate infrastructure / fitout features. It is anticipated that CRL staff will relocate first to the new building with the CVC library and its staff to follow while IT system operations are confirmed. The total move of staff and stock will take 3 – 4 weeks. There will be some disruptions to service during that time and specific advice will be issued for Bellingen customers.
4.1.1	Budget informed by strategic objectives	Specific strategies have informed the allocation of the Reserve Budget, the Book Vote and annual operational allocations.
4.1.2	Annual budget workshop	Consideration of future levels of members' contributions was considered at the August 2013 meeting given the status of the Reserve Fund and current initiatives. The Reserve Fund is scheduled for review annually to update liabilities, income and expenditure with reference to both current and future needs.
4.1.3	Increased library income	DGR status has been secured and a pamphlet produced but no specific marketing has yet been developed.
4.1.4	Library stock appropriately insured	Ongoing, annual checks are completed.
4.1.5	Staffing levels	An increase to the Administrative and Promotions position has been approved by the Executive Council for a trail period of one year. Workloads are becoming more manageable and with the recently delivered marketing training, this function of the role can now be effectively pursued.
4.1.6	Quarterly balance sheet report	This is now included on the Workplan for consideration at every meeting and improvements being progressively made.
4.1.7	Annual Review	This is scheduled in August each year to ensure a major review is undertaken by the CRL Committee prior to the end of its four-year term. This first review is late to allow for a full year of activity to be undertaken under the guidance of the CRL Committee.

OPTIONS

That the CRL Committee

1. Endorse the Draft CRLC Work Plan 2012– 2016 to guide its operations over its four-year term.
2. Endorse the amended Draft CRLC Work Plan 2012– 2016 to guide its operations over its four-year term.

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Executive Office
Clarence Regional Library

Prepared by: Anne D'Arcy
                      Executive Officer
                      Clarence Regional Library
Attachment: CRL Committee Work Plan 2012 – 2016 Reviewed

CLARENCE REGIONAL LIBRARY COMMITTEE	8th November 2013
Item: 8.1 No.4/13 – RFID IMPLEMENTATION UPDATE	

REPORT SUMMARY

This report provides an update on the implementation of the RFID technology across the Regional Library service.

OFFICER'S RECOMMENDATION

That the information on the update of RFID implementation across the Regional Library be noted by the Committee.

BACKGROUND

Casual Staff were trained in the retrospective tagging process on the 28 August by FE Technologies RFID Project Manager. Retrospective tagging of the regions collections commenced immediately following this training with staff tagging resources at Regional Headquarters and Yamba Library, with commencement at Bellingen Library the following week.

FE Technologies Project Manager also visited the Pound Street site in Grafton and Bellingen Library to check on installation locations for the RFID Equipment and made suggestions regarding location of security gates and self check kiosks.

Three tagging trolleys were provided by the supplier two to CVC and one to Bellingen; a timetable was set up based on a conservative estimate of workflow.

To date, all CVC locations are complete. Bellingen, Urunga are complete and we are awaiting the trolley to be moved to Dorrigo Library.

All libraries excepting Grafton have now received their Circulation Assistant hardware and the tagging software has been installed with staff instructions on operation to continue the tagging process once the tagging trolley moves to another location. These will accommodate those items that have been returned from loan after the trolley has completed the bulk of the tagging in a library.

The External Returns Chute has been delivered to Pound Street Grafton for installation. Artwork for equipment has now been commissioned for Grafton Library.

ISSUES

There have been some difficulties with the trolley battery power and the printers tend to overheat, this has caused the workflow to slow down to accommodate these issues. We remain on budget however, as we have not needed to pay accommodation and meals by utilising local casual Bellingen staff for the tagging in the Bellingen libraries.

Anne D'Arcy
Executive Officer
Clarence Regional Library

Prepared by: Kathryn Breward
Section: Regional Librarian

REPORT SUMMARY

This report updates progress in targeted public consultations for the Clarence Regional Library, in particular the Survey of Youth in both LGA's.

OFFICER'S RECOMMENDATION

That the completion of the survey process and current status of the analysis and reporting be noted.

BACKGROUND

The Regional Library Strategic Action Plan 2012-2022 Targeted Public consultations include:

- Developing a consultation plan
- Target particular groups on an annual basis
- Build results into future budget allocations
- Train staff or engage in a consultant
- Analyse results

The aim is to inform future collection development.

At the August 2012 CRLC meeting it was agreed that a survey of our youth be conducted relating to the collections and services provided to them. The Key Actions identified include:

- Targeting years 7-12
- A preferred timeframe of March 2013
- Up to 50 young adults per school
- Dissemination through library, school classes and Survey Monkey Online

Following a comprehensive review of other public library youth surveys, survey questions were developed which would provide feedback on the satisfaction levels of 12-25 year olds with library collections, services and facilities within all CRL libraries. Input from all library staff was incorporated into this process. The questions were placed into SurveyMonkey for online completion and analysis, and duplicated on print surveys as an alternative means of collection.

Awareness of the survey was generated through advertisements in all secondary school newsletters, newspaper media releases, radio advertising, and posters in libraries, library website and Facebook postings. As an incentive a prize of an Ipad3 was offered in each LGA.

The survey was offered in online and print form over a month from 26 August to 26 September, following which all print entries were entered into SurveyMonkey online in order to generate analytical statistics. A total of 205 surveys were submitted from both LGA's which compares favourably with a similar survey held in a metropolitan Sydney library service which had 400 returns in a population 4 times that covered by Clarence Regional Library.

The survey is currently at the analysis stage, from which a report will be completed. This will provide some guidance for future decision making on the services and collections our libraries offer to youth.

From initial analysis the following can be obtained;

- 22% of our returns were from over 18 year old's
- 62.5% are female
- 66% are studying at school
- 87.7% are already CRL members (7% Bellingen Shire and 92% CVC),
- 75.4% borrow books for reading and 59.5% for study.
- 39% visit a library once a week or more and 61.46% do this by themselves

Most of the positive comments were in regard to staff, with statements such as:" what I like most about the library is the staff. They are very nice and helpful", and "The staff are always polite and friendly".

Other comments related to the libraries in general, such as: "It is free, very easy to use the resources, quiet, making for a good work environment and welcoming", and "Somewhere to hang out and not get in trouble".

There are now plans for a similar survey to be run annually targeting specific community groups (eg seniors, businesses, men etc) as well as an annual general survey to assess the satisfaction with the library collections.

Anne D'Arcy
<u>Executive Officer</u>
Clarence Regional Library

Prepared by: Martyn Williams
Section: Team Leader (Collections and Reference)
                    Clarence Regional Library

Item: 8.3   No.4/13 – REPORT ON DVD COLLECTION

REPORT SUMMARY

This report provides an update on the purchasing and usage of the recently developed collection of DVD's for loan from the Clarence Regional Library.

OFFICER'S RECOMMENDATION

That the Committee note the ongoing demand for a quality DVD collection in the libraries, and support the continued use of a suitable portion of the collections budget to maintain a this collection.

BACKGROUND

Video is recognised as a convenient, often stimulating means of delivering entertainment, information and cultural perspectives to a wide range of viewers. Public libraries have for some time included videos and more recently DVDs in their collections to supplement the other formats of recreational and informational materials that are offered.

During the 2011/2012 financial year Clarence Regional Library committed a portion of the collections budget to introducing a DVD collection to offer for loan to its members. Over 2011/12 this collection grew and was dispersed to all libraries within CRL. At the end of the 2012 financial year there were 2060 DVD titles in the collection. These proved to be heavily accessed by members through all libraries with 5,767 loans being made over this period. In fact, often there have been times when the DVD shelves were almost empty in some libraries.

Purchasing has continued into 2012/13 and to expedite delivery of quality titles a standing order has been established with a major DVD supplier. This ensures a monthly supply of as follows:

Music DVD Youth	4
Music DVD Adult	4
Movie DVD New	10
Movie DVD Classic	2
World Film DVD	2
Children DVD	10
Lifestyle DVD	8
Documentary DVD	8
TV Series DVD	4
ABC/BBC/SBS	10

The collection increased to a total of 3046 titles at the end of the 2012/13 period with loans more than doubling to 13,805 over this period.

As a measure towards increasing the availability of DVDs for all library members, the number of DVDs than can be borrowed per library card has been reduced to 5.

Combined with continued purchasing and the selection of quality DVD donations, the libraries are now able to offer a regular supply of quality DVDs to our borrowers. The service now has a wide variety of DVDs including Movies, Kids and Teens DVDs, Television series,

documentaries, travel, cooking and Music DVDs, and is supplementing the standing order with selections of quality titles from supplier lists and donations.

Anne D'Arcy
<u>Executive Officer</u>
Clarence Regional Library

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Section: Team Leader (Collections and Reference)
                        Clarence Regional Library

REPORT SUMMARY

This report provides an update on the implementation of the library's second Community Book Selection Events held in Bellingen and Yamba libraries in September and November 2013.

OFFICER'S RECOMMENDATION

That the Committee note the ongoing success of the Community Book Selection events and the intention to continue as annual events in each of the local government areas (LGAs).

BACKGROUND

As a continuation of the Regional Library's community participation process two Community Book Selection events were scheduled for Bellingen and Yamba Libraries for 2013. The purpose of these events is to provide members of the communities of Bellingen and the Clarence Valley an opportunity to select books they want to see in the library's collections. The first such events were held in 2012 at Bellingen and Grafton libraries and proved to be very successful and popular within the communities.

Bellingen hosted its event between 12.00 – 2.00pm on Monday 23 September when the library is usually closed. Forty attendees enthusiastically selected books over the course of the two hours, resulting in over 140 new titles being selected for the collection.

Yamba is to host its event in the Community Hall behind the library between 11.00am – 3.00pm Tuesday 5 November. As last year's event was held in the Grafton Chambers this will be an opportunity for lower river communities to experience a book selection event locally.

Book selections cover adult fiction, adult nonfiction, children's, young adult and picture books. The books are supplied by one of our regular library suppliers who have previous experience in running this type of event with another library service.

Individuals are given the opportunity to reserve any titles they see that they are particularly interested in so that they would be the first to borrow that particular title.

As with last year, the overwhelming response from the community has been positive, and confirms the decision to repeat the events. Staff in attendance also feel that these are very worthwhile exercises which help to strengthen the library's links to the community and provide an opportunity for engagement and inclusion for members of our communities.

These activities will continue to be offered as an annual event that the library provides for the community in each LGA. Some rotation around varying venues in each LGA will occur to provide different sections of the community an opportunity to attend. Costs are minimal including refreshments for the participants and staff time rostered to the events.

Anne D'Arcy
Executive Officer
Clarence Regional Library

Prepared by: Martyn Williams

Section: Team Leader (Collections and Reference)
             Clarence Regional Library

REPORT SUMMARY

This report outlines the proposed amendments to the Circulation Policy and the Internet Policy of the Clarence Regional Library.

OFFICER'S RECOMMENDATION

1. That the changes to the Circulation Policy and the Internet Policy be endorsed by the committee.
2. That the revised policies be recommended to the Executive Council for adoption and implementation.

BACKGROUND

As part of an ongoing review program of Clarence Valley Council's adopted Policies a review of the Clarence Regional Library's Circulation Policy and Internet Policy has been undertaken.

Staff were consulted and asked for feedback on both policies relating to changes in wording and content. From this consultation the attached DRAFT Policies were developed.

ISSUES

Circulation Policy has a number of aims and objectives:
• Promote freedom of information
• Ensure equal access to the Library's materials and information for members for the Clarence Regional Library
• Ensure the member understands his/her responsibilities when using the Library's resources
• Safeguard the Library's resources

Key changes to the Circulation Policy include:
• 4 weeks changed to the more accurate 28 days for loans.
• 30 items per card with a restriction of 5 DVDs per card – DVDs remain very popular and are still a small collection; this provides fair access for all.
• Word "large" was removed from the description of our uncatalogued collection – as this collection is being reduced over time.
• "Phone" was removed from the "Reservations" section as we no longer notify borrowers by calling them; we send mail, email or SMS only.
• Under the "Registration of borrowers" we now include ratepayers as well as permanent residents – many borrowers live out of the LGAs but visit on holidays and pay rates, they expect the same level of membership as a resident.
• The word "Supervisor" replaces "Library Officer in Charge"- clearer for the public
• Under "Inter-library-loans" we have changed the wording from "Material not available locally" to "Material not available within the Regional Library Service"- clearer in meaning.
• Wording around the "Return of library materials"- now lists all the locations

The Internet Policy has a number of aims and objectives:
- Promote the Internet as a valuable and important research tool for information
- Promote freedom of information
- Ensure equal access to the Internet for members of the Clarence Regional Library
- Ensure that the user understands his/her responsibilities when using electronic resources
- Safeguard the Libraries resources

Key changes to the internet Policy include:
- Under "overview" – "provides free access top library members" now includes "visitors"
- "With their parent's permission" has been removed under "Users under 15 years of age" section – staff do not actively "police" this, society has also evolved and this paragraph is outdated and unrealistic now.
- An additional sentence under "Copyright" – "Downloading of commercial copyrighted material such as music and movies is illegal and if staff are made aware of this activity, your session may be terminated and your future access may be denied." – This highlights the areas of concern for copyright holders on the internet.

<u>OPTIONS</u>

1. That the changes to the Circulation Policy and the Internet Policy be endorsed by the committee.
2. That the revised policies be recommended to the Executive Council for adoption and implementation.
3. That the changes to the Circulation Policy and the Internet Policy not be endorsed by the committee.
4. That the revised policies not be recommended to the Executive Council for adoption and implementation.

Options 1 & 2 are the preferred options.

Anne D'Arcy
Executive Officer
Clarence Regional Library

Prepared by: Kathryn Breward
Section: Regional Librarian
              Clarence Regional Library

Attachment 1: DRAFT CRL CIRCULATION POLICY
Attachment 2: DRAFT CRL INTERNET POLICY

REPORT SUMMARY

This report provides an update on the process streamlining being undertaken at CRL Headquarters and updates the benefits of the recently acquired additional hours for completion of work tasks.

OFFICER'S RECOMMENDATION

That the CRL Committee

1. Note the progress of the Outsourcing Review, the results of which will be reported to a future meeting.
2. Acknowledge the benefits that have resulted from the increase in hours for the Grade 3 Library Assistant (Acquisitions & Promotions) from 14 hours per week to 28 hours per week.

BACKGROUND

This report is a follow up to the report on the process streamlining and staffing needs in the May CRLC papers item 8.1.

ISSUES

The combined effect of the number of items to be processed and the move to enhance other services delivered by the library necessitating modified roles of positions has identified the need to consider how emerging shortfalls can be addressed. A two-pronged approach for addressing this has been implemented for the 2013/14 financial year. The combination of increased hours for the Grade 3 Library Assistant (Acquisitions and Promotions) position and increased levels of outsourcing of the overall stock processing are only recent strategies, but have already shown impact on the movement of the collection and availability of staff time for proactive tasks.

Outsourcing Review
Headquarters increased the outsourcing of processing with their suppliers in 2008/09 in order to streamline the provision of new items. Further outsourcing was considered two years later but the cost was similar to in-house processing and it was considered desirable to maintain local employment opportunities.

Recently CRL headquarters has seen changes in staffing levels, increased demands for assistance in staff training, the need for a greater focus on event and promotional activities and reducing costs of outsourcing. These factors and the perceived need to reassess suppliers of various elements of the collection from a broad perspective have identified the need to carry out a review of purchasing with a focus on increased outsourcing.

Over the months of March to June 2013 an Outsourcing Review was carried out, considering: current services from suppliers and costs; the value of those services; and additional services and their costs. Increasing the level of outsourcing of processing of targeted collections was considered necessary to enable staff to devote more time to developing and delivering programs as outlined in the Strategic Plan 2012-2022. This is intended to also decrease the time taken for delivery of new items to the libraries, leading to an anticipated increase in customer satisfaction. The 2010 publication 'A benefit cost analysis; Outsourcing of

Acquisitions, Cataloguing and Processing in NSW Public Libraries' which was commissioned by the State Library of NSW was consulted for guidelines towards an increased outsourcing approach.

Negotiations were carried out with current and potential suppliers to determine cost effective levels of service for outsourcing the processing of the range of collections, and despite different suppliers using different charging structures cost comparisons were made to identify the best approach for this strategy. It was decided that rather than commit to an 'all of stock' outsourced model, we would trial the outsourcing of all processing of the adult fiction collection. This collection is the largest component for purchasing (37%) and has the greatest demand for timely delivery of new titles by library members. The delivery of orders to Headquarters in a 'shelf-ready' form with full cataloguing and uploading of records to the national bibliographic database has already shown benefits which offset the increased costs of outsourcing. Items in this collection are reaching the libraries much more quickly and the backlog of processing has shown a significant decrease.

A full report on the Outsourcing Review is underway and will be presented to this committee at a future meeting, along with more detailed data on the impact to workflows.

Time demands on the Library Assistant (Acquisitions & Promotions) position
Keeping up with the accessioning, processing and cataloguing of received items has proved challenging.

The increased levels of outsourcing as noted above has not reduced the workload for the Grade 3 Library Assistant (Acquisitions & Promotions) position, as even the adult fiction collection requires invoice checking and accessioning.

This position has primary responsibility for: the bulk of accessioning of new stock; processing suggestions for purchase; payment of most accounts; overseeing the branch boxing; and assisting with the preparation and delivery of promotional activities and materials. This position no longer catalogues items but is required to support promotional activities (identified as a key shortfall in our operations which may have significant impacts on membership and levels of use into the future). Over the eight months till July these responsibilities had not been fully satisfied despite increased efficiencies and assistance from other staff.

In July 2013 Clarence Valley Council agreed to increase the Grade 3 Library Assistant (Acquisitions & Promotions) hours to 28 hours per week for a twelve month period with a review to be undertaken after this period.

Operational status prior to the increased hours and after the increase from July 2013:
- The average number of boxes of new stock received each week at CRL Headquarters is 11. On average only six are being processed (approximately 175 items) taking seven hours per week.
   - Now all boxes received each week are opened that same week.
   - No backlog of unopened boxes
   - Items accessioned immediately
- Boxing of items to be sent to the branches takes approximately three hours per week depending on the amount of new stock ready for distribution.
   - Boxing to branches is regularly being completed 2x per week providing improved customer service to our borrowers.
- Processing payments for invoices each week is allocated approximately three hours. This was not keeping pace with the number we needed to process and frequently there were invoices held over to the next week for processing.
   - All invoices received in a week are now processed in that week.

- Promotional support was not being provided by this position due to time limitations.
    - Now working through a list of collateral items that require updating to new brand format and preparing images for advertising on TV monitors that are being setup in CVC libraries as part of Revitalising Libraries Grant funding.

The additional hours recently added to this position have had a positive impact, not only on reducing the accumulation of backlogged processing but also on moving towards more proactive tasks associated with promotions, invoicing checks and process maintenance. These additional hours have been quickly absorbed into critical tasks which ultimately have resulted in more efficient operations. This has also allowed more detailed consideration of workflows in preparation for the move of headquarters staff into the new Grafton library facility.

OPTIONS

That the CRL Committee

1. Note the progress of the Outsourcing Review.
2. Note the results of the increase in hours for the Grade 3 Library Assistant (Acquisitions & Promotions) from 14 hours per week to 28 hours per week.

Anne D'Arcy
Executive Officer
Clarence Regional Library

Prepared by: Kathryn Breward
Section: Regional Librarian
Clarence Regional Library

REPORT SUMMARY

This report provides information on the progress of the Budget for the year to date and an indication of unspent monies and the projected amount that will go into Reserve at the end of the Financial Year.

OFFICER'S RECOMMENDATION

That the report on the Quarterly Income and Expenditure Sheet is noted by the Committee.

BACKGROUND

Note, the spreadsheet only includes expenditure; it does not include commitments as the budgeted amount for the book stock would show as more than 90% spent as it has been committed for purchases that will flow to the library throughout the year.

The Contributions for Bellingen are down compared to the expected budgeted amount; this is possibly due to inaccurate level in the budget for Bellingen's contribution, all invoicing is currently up to date.

The computer systems percentage spent also includes the database subscription amount; this is why the percentage is higher than it appears it should be. - $39,633.88+$8,295.75= 46% of $104,960.00.

Overall budget spending is tracking well in all areas.

Anne D'Arcy
Executive Officer
Clarence Regional Library

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               Clarence Regional Library
Attachment: 1st Quarter Income and Expenditure Spreadsheet 2013/14