January 2019
Commission Report
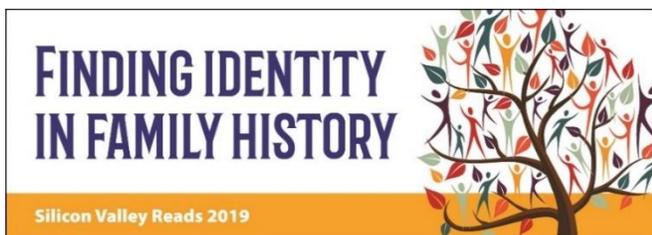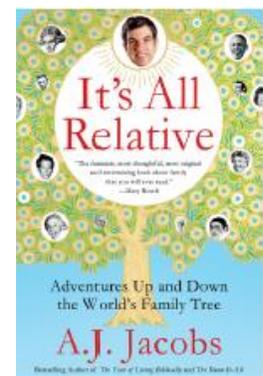Nancy Howe, County Librarian

Happy New Year 2019!

2018 was a busy year for SCCLD with the arrival of four new Go Go Biblio outreach vehicles; additional service hours for Saratoga, Woodland, Cupertino, and Morgan Hill libraries; new passport services at Milpitas and Cupertino Libraries; and record participation for Lunch at the Library and Summer Reading programs. We also launched a successful Food For Fines initiative that removed fines for almost 8,000 cardholders and generated 36,000 pounds of food for Second Harvest Food Bank; together as a community, we read a whopping 179,000 books this summer; and we provided 66,000 student library accounts partnering with our local school districts!

We have similarly ambitious plans for 2019, beginning with what's sure to be an engaging Silicon Valley Reads. By July 1 (the end of our fiscal year) we anticipate adding/expanding Sunday hours at Gilroy, Saratoga and Campbell libraries. All eight of our libraries will be open 7 days a week for the first time ever!   On behalf of myself and my staff from the Santa Clara County Library District, we wish you a very Happy New Year and thank you for your ongoing support!

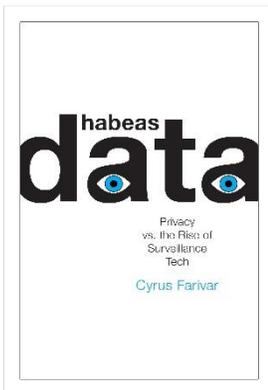## Silicon Valley Reads 2019 Gets Underway in January

Silicon Valley Reads Premiere Weekend is sure to create excitement with a host of engaging events planned. **A.J. Jacobs, author of *It's All Relative* will be visiting Los Altos Library on Friday, January 25 at 7:30pm, Saratoga Library on Saturday, January 26 at 10am and Morgan Hill Library at 4:30pm.**

Other Silicon Valley Reads events in January include a talk by Regina Mason entitled "The Slave Narrative that Freed Me" at the Campbell Library on Thur, Jan 24 at 1pm and a film screening of *The Human Family Tree* by National Geographic showing at the Campbell Library on Tue, Jan 29 at 6:30pm. There will also be a program for school-age children titled "Learning about DNA" on Tue, Jan 29 at 4pm at the Los Altos Library.

The majority of the events will be held in February and March. For a full list of scheduled events, please visit www.siliconvalleyreads.org.

Author Event with Cyrus Farivar- Privacy vs. The Rise of Surveillance Technology

Cyrus Farivar, award-winning Senior Tech Policy Reporter at Ars Technica, author and radio producer, will discuss his latest book *Habeas Data. Habeas Data* shows how explosive growth of surveillance technology has outpaced our understanding of the ethics, mores, and laws of privacy. He makes the case by taking ten historic court decisions that defined our privacy rights and matching them against the capabilities of modern technology. It's an approach that combines the charge of a legal thriller with the shock of the daily headlines.

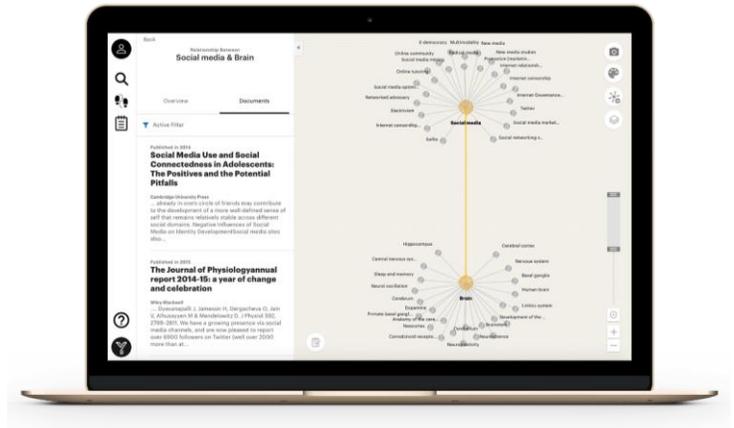**Saturday, February 2, 2019 at 2pm, Milpitas Library**

Yewno Discover

Santa Clara County Library District (SCCLD) is the first public library in the state to offer Yewno Discover. Powered by technology company Yewno's Artificial Intelligence, their Discover platform allows users to browse information in a completely new way that is highly visual, intuitive and fun. This resource will be of particular interest to researchers, students, educators, or anyone with an intellectual curiosity.

When a user enters a topic of interest into the Discover platform, the system immediately recognizes this topic as a concept rather than a search-term. It allows the user to specify, for example, whether they are looking for "jaguar" the animal, or "Jaguar" the automobile. Once the user has specified which concept is relevant to them, Yewno can then identify millions of possible connections between related topics. Some of these connections are

obvious, others surprising, which fosters both exploration and excitement using the visual "Knowledge Map."

Underlying all concepts is a vast collection of documents, including millions of scholarly articles, books, and databases, across virtually all academic fields. Find Yewno Discover at www.sccl.org/yewno/.

https://youtu.be/vseAE1GGIos

Tech Kits for SCCLD Libraries

Santa Clara County Library District has created various "Tech Kits" for the libraries to offer their communities STEAM programming. Designed to inspire patrons ages 2 to adult, there are ten different kits in development and the first kits will be rolled out starting in January. Libraries will have the opportunity to check out the various kits starting in Jan and utilize for future STEAM programming. The Tech Kits include the following:

- **3D Printers**: Supports art, computer design, engineering and software education (Teen +)
- **3Doodler 3D pens**: Supports art, design and engineering (Age 6+)
- **Arduino for creating simple electrical devices using circuitry**: Supports coding, engineering and robotics (Middle School +)
- **Cubelets for creating robots**: Supports coding, robotics and design (Age 4+ play; Age 8+ coding)
- **Dash & Dot for robotics**: Supports critical thinking, robotics and coding (Age 8+)
- **Keva Planks for building**: Supports engineering, design, architecture and art (Age 2+)
- **LittleBits for robotics**: Supports coding, robotics, critical thinking, mechanics, and engineering (Middle School +)
- **Oculus Go VR**: Supports computer design, design and technology (Teen +)
- **Ozobots for robotics**: Supports critical thinking, coding, sequencing, design and robotics (Age 9+)
- **Stop Motion for simple movie making**: Supports creativity, computer skills, photography, and video editing. (Middle School +)

Star Library Award 2018

SCCLD was recognized as a 4-star library by the Library Journal for 2018. 7,361 U.S. public libraries were scored against the index established by the *Library Journal*. Five different library services are measured to determine index scores and star status: overall circulation, circulation of electronic materials, library visits, program attendance, and public Internet computer use. Each library is compared to its peers based on levels of funding.

SCCLD received a 4-star rating in 2018, was in the Top Ten Libraries in the Nation in our funding classification, and since the award's inception 11 years ago, we've received a star rating every year. This is exciting news we wanted to share and again, thank you for your support of the Library District.

16th Annual Friends, Foundation, Endowments & Commissioners Forum

Please join us on Saturday, February 2, 2019 from 8:30am-12:30pm for the 2019 SCCLD Forum. We will have a special guest presenter, Sharon Streams-Director, WebJunction, OCLC, who is the primary author of the report **From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018**. This report investigates current perceptions and support among US voters and how they may have shifted over the past decade. **From Awareness to Funding** includes resources and tools libraries can use to strengthen support for public libraries.

Learn about the latest study and findings, essential knowledge for future library strategies and survival.

The SCCLD Forum is also an opportunity for you to meet colleagues from other cities, and share best practices. We hope you will join us.

Please RSVP with Cynthia Rios Garcia at (408) 293-2326 x3090 or criosgarcia@sccl.org.

Trend Report

The following executive summary is from 2018 report *From Awareness to Funding*. One of the principal authors of the report will be joining us on February 2, 2019, at our annual Forum.

For more information, please find link to the full report:
https://www.oclc.org/research/publications/2018/oclcresearch-awareness-to-funding.html

From Awareness to Funding

Voter Perceptions and Support of Public Libraries in 2018

Summary Report

Introduction

In 2008, OCLC published *From Awareness to Funding: A Study of Library Support in America*,[1] a national study of the awareness, attitudes, and underlying motivations among US voters for supporting library funding. The research, which was led by OCLC with funding by the Bill & Melinda Gates Foundation and conducted by Leo Burnett USA, dispelled long-held assumptions and provided eye-opening insights about who supports public library funding and for what reasons.

A decade later, OCLC has partnered with the American Library Association (ALA) and its Public Library Association (PLA) division to investigate current perceptions and support among US voters and how they may have shifted in the intervening years. The partners re-engaged Leo Burnett USA and revisited the survey instrument used in the original research.

To allow for comparisons across segments and time, the new study is based largely on the original survey instrument and population (voters age 18 to 69 living in populations of 300,000 or less), yet expands queries into new types of library services, community impact, perceptions of funding sources other than taxes, and attitudes toward federal funding. Two population segments that were not part of the original research panel—people age 70 or older and people who live in large cities (populations greater than 300,000)—have been added and analyzed separately. The Methodology section (p. 30) details the methods and research questions used for this study in comparison to the original research and provides definitions of some of the terms used in this report.

This summary includes key findings from the 2018 research and highlights notable comparisons to 2008 results. The analysis shows that libraries remain valued institutions that most voters have a positive association with and find useful. There continues to be stalwart support for library funding in many communities as evidenced by the fact that the majority of local library ballot measures in recent years have passed. This new national voter data, however, indicates a softening in committed support for libraries over the past decade. Libraries and library advocates should take action to address this downward trend.

Readers can visit **oc.lc/awareness2018** to access 2018 survey questions, data set and data tables, and summary analyses of the two additional population samples. Case studies, commentary, resources, and programming related to this research will be added to the website as they are made available.

Voter Perceptions and Support for Public Libraries Today: Key Overall Results

A majority of US voters value public libraries.

Analysis shows that 55% of voters[2] view the public library as an essential local institution, and 53% as a source of community pride. Fifty-eight percent (58%) feel that public libraries advance education, and 51% believe libraries enhance the quality of life of any community.

About half (49%) of voters agree that the public library remains an invaluable community resource, even in the Internet age. Over a quarter (27%) see the Internet as a suitable equivalent to libraries as an information source, and only 19% agree that bookstores or online retailers are an easier source for books. Just 13% question the necessity of libraries at all in the Internet age.

Voters frequently visit the library. Seventy percent (70%) of voters have visited the library in person in the past year, an average of 8.6 times. Two-thirds of voters place high importance on foundational library services such as:

- having quiet areas for doing work or research (67%),
- providing free access to books and technology (66%),
- being convenient to get to (66%),
- providing free access to computers and the Internet (65%),
- having a broad range of materials to explore (65%), and
- providing Wi-Fi (64%).

More than half (56%) of voters feel it is important to be able to download a variety of materials via the library's website; and 52% have accessed their library's website in the past year, an average of 7.6 times.

Voters frequently visit libraries in person and online

70% of voters have visited a public library in the last year, an average of **8.6 visits**

52% have visited the library's website in the last year, an average of **7.6 visits**

FIGURE 1.

The community aspect of the library is important to many voters.

A notable percentage of voters (44%) value the library as a gathering place for community members, and nearly half (48%) believe it is important that libraries offer enriching activities that can't be found anywhere else in the community. Thirty percent (30%) of voters view their local library as a community hub. Of those who visited their library in the past year, 37% have attended community meetings; and 33% have attended a library-organized program or event in the past six months.

Commitment to library-funding support does not align with voter attitudes and use of the library.

While a majority of voters value and use the library, just over a quarter (27%) indicate they would definitely vote in favor of a referendum, ballot, or bond measure in support of the local library; another third (31%) say they probably would vote in favor. And, 35% agree they would be willing to pay more in local taxes to better fund the public library; only 19% would not agree to pay more in taxes.

Voters are confused about the sources of public library funding.

Institute for Museum and Libraries Services (IMLS) data shows that 86% of public library funding comes from local government sources;[3] yet, 59% of voters think most library funding comes from non-local sources.
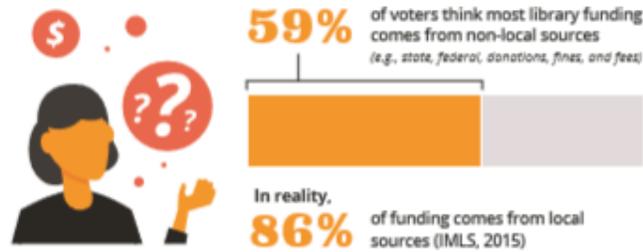
59% of voters think most library funding comes from non-local sources (e.g., state, federal, donations, fines, and fees)

In reality, **86%** of funding comes from local sources (IMLS, 2015)

FIGURE 2.

76% say the federal government should either...

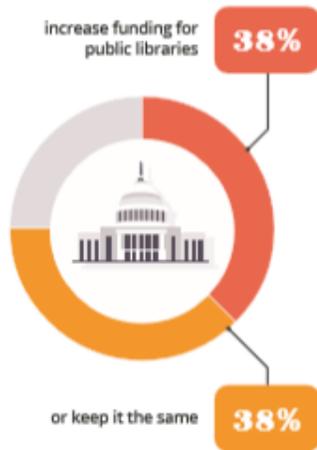increase funding for public libraries **38%**

or keep it the same **38%**

FIGURE 3.

Voters support federal funding for libraries.

Thirty-seven percent (37%) believe that federal funding for libraries is too little, 29% think it is just right, and another 29% aren't sure (only 5% think it's too much). Regarding future federal library funding, three-quarters of voters say the federal government should either increase (38%) funding for public libraries or keep it the same (38%). Only 8% would recommend that federal funds are decreased or eliminated; and 17% are not sure.

Voters are receptive to library fundraising efforts.

The majority (61%) of voters have either contributed (28%) or are willing to contribute (33%) to fundraising efforts in support of their local library.

Comparison of 2008 and 2018 Overall Findings

A side-by-side assessment of the 2008 and 2018 research indicates that more voters today view libraries as hubs for connecting, learning, and skill building. Findings also indicate some decline among voters' use and perception of libraries, and that voters' commitment to support for tax-based library funding has softened.

Libraries are increasingly seen as a community hub for human connection and lifelong learning.

Significantly more voters today (43%) describe the library as a place that "offers activities and entertainment you can't find anywhere else in the community," than did in 2008 (34%) and more believe this is an important role for a library (48% in 2018 vs. 38% in 2008). Similarly, 44% now view their local library as "a place for people in the community to gather and socialize," compared to 35% in 2008; and more believe this is an important role for a library (45% in 2018 vs. 36% in 2008). Also, 41% of voters in 2018 see the library as a place to turn to for help in disaster situations, a small increase from 37% in 2008.[*]

More voters recognize libraries as a resource for job training and language building.

In 2018, 42% of voters feel that the library "helps provide people with skills for the workplace," compared to 35% in 2008; and 35% acknowledge that the library "provides classes, programs, and materials for immigrants and non-English speakers," an increase from 25% in 2008.

Voters report visiting the library and its website less frequently.

The 70% in-person library visitation rate in 2018 is a decline from 79% in 2008; and the average number of visits per year dropped from 13.2 in 2008 to 8.6. Use of the library website declined from 77% in 2008 to 52% today.

Some traditional library services are used less often.

While still popular, some common services have seen declines, including use of nonfiction (53% in 2018 vs. 67% in 2008), fiction, or bestseller (54% vs. 63% in 2008) books for adults; DVDs (45% vs. 51% in 2008); print reference material (34% vs. 51% in 2008); computer searching (40% vs. 47% in 2008); photocopying (39% vs. 48% in 2008); and English as a second language classes (27% vs. 42% in 2008).

Fewer voters associate the library with some of its core aspects.

While still valued by the majority of voters, some features of the local library have seen a rating decrease of seven to nine percentage points:

TABLE 1. Voter Perceptions of the Value of Core Aspects of the Library

Library Ratings	2008 (%)	2018 (%)
Free access to books and technology that some people may not be able to afford	70	61
Free access to computers and the Internet for everyone	68	61
Quiet areas for doing work or research	67	60
Having the right staff to meet the needs of the community	57	49

Fewer voters are likely to see the library as a resource for children.

In 2008, 71% agreed that "the library is an excellent resource for kids to get help with their homework"; today, 51% agree. In 2008, 53% agreed that "the public library does an excellent job of helping prepare children for school," compared to 44% today. And, while just 24% of 2008 voters felt that "libraries just aren't as important in kids' lives as they once were," 36% believe this in 2018.

People need technology services at the library more than ever.

With the growing ubiquity of mobile devices over the past decade, more voters value the library's technology and Internet services than they did in 2008. There was a large jump (from 39% in 2008 to 64% in 2018) in those who rate wireless Internet as a highly important library service. While a majority of voters still view the library as a technology hub, this percentage has decreased as mobile devices and Internet access have become more prevalent in the US. In 2018, 62% agree that "for some people, the library is the only place to access computers or the Internet," down from 79% in 2008. And, the accelerated pace of technology change has taken its toll; only 48% of voters today agree that "the public library has done a good job of keeping up with changing technology," down from 60%.

Voters today are less enthused about library staff.

While more voters today recognize librarians' ability "to help non-English speaking patrons" (29% in 2018 vs. 23% in 2008), ratings of local library staff on several qualities declined in comparison to 2008.

TABLE 2. Voter Enthusiasm about Library Staff

Librarian Ratings	2008 (%)	2018 (%)
Friendly and approachable	67	53
True advocate for lifelong learning	56	46
Knowledgeable about my community	54	42
Understands the community's needs and how to address them through the public library	48	42
Has excellent computer skills	50	42
Well known in the community	40	31

The library's perceived value and relevance to the community has declined.

In 2018, 53% of voters agree that "having an excellent public library is a source of pride," which is a significant drop from 73% in 2008. Similarly, while 55% agree today that "if the library were to shut down, something essential would be lost," this is a drop from 71% in 2008. Today, less than half of voters (46%) feel that "the public library stimulates growth and development;" in 2008, 63% did. While 38% of voters in 2008 believed that "the library offers services equally important as the police and other services," today only 28% do.[5]

People are less likely to vote in support of library funding.

While a majority of voters today state they would still probably or definitely vote favorably for a library funding ballot initiative, referendum, or bond measure, the percentage who say this has declined from 73% in 2008 to 58% today.
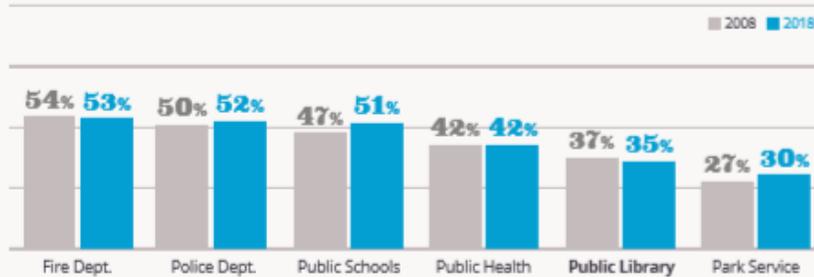
However, public libraries aren't the only services facing softening voter support. While voters are just as likely to say they'd be "willing to pay more in taxes" to fund all public services (e.g., fire department, police department, public schools, public health, public library, and park service) as they were ten years ago, they are also more prepared to make cuts during a budget crisis today compared to a decade ago.

Perhaps related, most voters recognize local funding for libraries is insufficient; only 20% feel that local government provides adequate funding (27% did in 2008).[6] However, just 57% today believe that "local support can make a big difference in the quality of the library"—a dramatic decrease from the 81% who did in 2008.
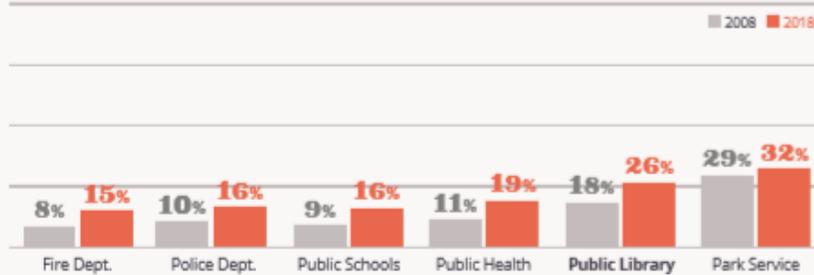
Survey Results for Support of Library Funding

I'd be willing to pay more in local taxes to better fund this
(% Top 3 Box Agreement: 8, 9, or 10 on a 10 pt. scale)

2008 2018

Fire Dept. 54% 53% | Police Dept. 50% 52% | Public Schools 47% 51% | Public Health 42% 42% | **Public Library** 37% 35% | Park Service 27% 30%

Should be one of the first things cut in a budget crisis
(% Top 3 Box Agreement: 8, 9, or 10 on a 10 pt. scale)

2008 2018

Fire Dept. 8% 15% | Police Dept. 10% 16% | Public Schools 9% 16% | Public Health 11% 19% | **Public Library** 18% 26% | Park Service 29% 32%

Should be a top priority when allocating tax dollars
(% Top 3 Box Agreement: 8, 9, or 10 on a 10 pt. scale)

2008 2018

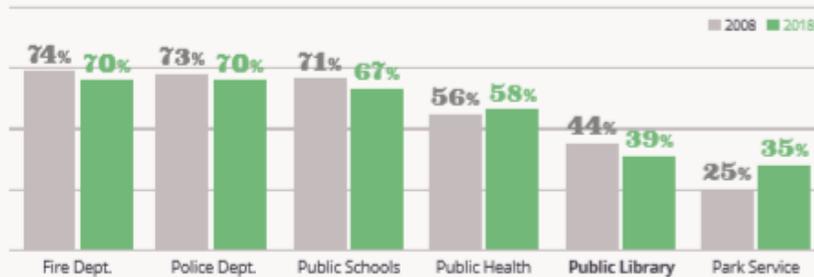Fire Dept. 74% 70% | Police Dept. 73% 70% | Public Schools 71% 67% | Public Health 56% 58% | **Public Library** 44% 39% | Park Service 25% 35%

FIGURE 4.