



## LIBRARY OF CALIFORNIA 2002/03 PLAN OF SERVICE

Regional Library Network Gold Coast Library Network

Address 4882 McGrath St., Suite 230, Ventura, CA 93003-7721

Telephone (805) 477-0390, ext 22 Fax (805) 477-0521 E-Mail jsegel@rain.org

### Regional Contact

<u>Judith Segel</u>	<u>Chief Executive</u>
Name	Title

### Regional Board President

Name John D. Murray

Signature \_\_\_\_\_

Date \_\_\_\_\_

Submit in 2 paper copies, 1 with original signature, and 1 electronic copy (MS Word, if available), for a total of 3 copies, by 4:30 p.m., Monday, April 1, 2002.

#### *Mailing*

Library of California – Plan of Service  
California State Library - LDS  
P.O. Box 942837  
Sacramento, CA 94237

#### *Shipping/Delivery*

Library of California – Plan of Service  
California State Library - LDS  
900 N Street, Room 500  
Sacramento, CA 9581  
(916) 653-5217

#### *Electronic*

[chelmick@library.ca.gov](mailto:chelmick@library.ca.gov)

## **Program Elements to Address in the Plan of Service**

### **18841. (Administration)**

- (a) Each regional library network shall establish a regional library council. Duties of the regional network council include overall administrative responsibility for the network, adopting an annual plan of service, assuring the appropriate expenditure of funds, and submitting annual budget proposals to the State Board for implementation of the provisions of this article.
- (b) Each regional network council shall elect from its membership a representative board to carry out its policies.
- (c) Administration and management of the regional library network shall provide the vision and leadership necessary to perform the functions and deliver the services in a timely and satisfactory manner.

### **18842. (Telecommunications Infrastructure)**

Each regional library network shall do all of the following:

- (a) Make available a telecommunications system for the transfer of information and communications among its members.
- (b) Provide regional communications based upon the most effective methods of exchanging information among its members.
- (c) Provide online access to the information files, resources, and bibliographic records of its members, which may be accessed regionally and statewide.

### **18842. (Regional Delivery)**

Each regional library network shall do all of the following:

- (c) Provide intra-regional delivery service based upon the most cost-effective methods for moving materials among its members.

### **18845. (Training and Continuing Education)**

Each regional library network shall provide opportunities for training and continuing education activities that encourage the most effective use of the resources and services authorized under this chapter, and that respond to the needs of its members in the effective delivery of services.

### **18846. (Information and Referrals)**

(a) Each regional library network shall provide information and referrals to answer requests that are beyond the capacity or capability of its members by accessing the resources and expertise of other libraries, improving general reference service in participating libraries, and improving reference service to respond to the needs of the underserved populations in the region.

### **18847. (Public Awareness)**

Each regional library network shall augment the public awareness programs of its members by providing public relations packages to them for customization and dissemination.

## **Section 18841 (Administration)**

---

Describe in narrative form how the Regional Library Network will implement section 18841 (a), (b) and (c). Include the following elements using as many pages as necessary.

### **1. Description of Plan of Service**

- a. Council – At the annual meeting held in March 2003, the Council will discuss and vote on next year’s Plan of Service. New members and new Board members will be introduced. Council Representatives receive email notification of meetings and events throughout the year.
- b. Board of Directors – The Board will have at least 4 meetings to be held shortly after the LoC Board meetings. The Chair of the Board will make committee appointments (term 7/01/02-6/30/03) for the Membership, Training and Technical Assistance, Online Services and Reference and Interlibrary Loan and Resource Sharing committees. During this period, the Board will work to refine the structure and governance documents and will develop a plan for dissolution of the corporation.
- c. Administration and Management – The administrators will maintain fiscal and service accountability and communications among members, Board, Council, and the Library of California. The staff will work with the committees to facilitate their work. The staff will develop, submit, and administer grant proposals and projects. The staff will participate in activities of networks, boards, committees, and professional library organizations to the extent permitted by available resources.

### **2. Assumptions used in developing this Plan of Service**

FY2002-2003 will be minimally funded.

The Board has determined that maintenance of the organizational structure is critical to the future of Gold Coast Library Network. Without staff and administrative support, the members will not be able to maintain the organization. Service programs in the coming year will depend heavily on the work of volunteers from the member libraries.

### **3. Methods to be used to assess the effectiveness of this Plan of Service**

Level of participation.

The Board of Directors will review Network activities at each meeting to determine whether or not the Network structure is sound and the level of participation meets expectations.

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network

4. Budget for Section 18841 (Administration)

Category	LoC	Regional	Other	Total
1. Personnel	60,360			60,360
2. Operations	76,104		4,549	80,653
3. Materials				
4. Equipment > \$5,000				
	136,464		4,549	141,013

5. Describe whether this budget can be expected to support services and funding for all new members and participating libraries that the region is submitting for approval at the Board’s May meeting in addition to current membership. Describe how this budget either will or will not be able to accommodate additional members and participating libraries that may be successfully recruited and approved for membership during the fiscal year.

During this year of modest funding, programs will also be modest so it is expected that new members can be supported without detriment to existing members. However, if conditions change, the Board will modify its recruiting and approval practices to ensure that there is no negative impact on existing members.

6. Describe the service implications and funding requirements to completely implement the service relating to this section of the Act.

1. How would a completely funded Plan of Service differ from this proposal? For example: Would the program be increased proportionally? Would there be funding for service programs that are not now funded? Would there be funding for sections of service that are now unfunded? Would there be different delivery of services?

Administration would not be “increased proportionally” because this section has been protected during the minimal funding period. If Gold Coast Library Network was fully funded, clerical support would be included in this section. The clerical support position is not now funded.

2. Estimate the cost of a fully funded Plan of Service (Administration). \$200,000

**18842. (Telecommunications Infrastructure)**

Describe in narrative form how the Regional Library Network will implement section 18842 (a), (b) and (d). Include the following elements using as many pages as necessary.

1. Description of Plan of Service

- a. Telecommunication System – Gold Coast will maintain its virtual catalog, Cat-A-Link-Gold, including the T-1 line and other elements necessary for its operation.
- b. Regional Communications – Staff will monitor the Gold Coast website and keep it current. Staff will maintain a listserv for members and other interested community members. Email communication will be provided to Council Representatives for events, news, and meetings.
- c. Online Access to Bibliographic Records – It is expected that use of Cat-A-Link Gold will increase during the year. The virtual catalog will be built out to the level permitted by the original contract.

2. Assumptions used in developing this Plan of Service

The virtual catalog and communications among members are the foundation of the Network. The investment in infrastructure must be maintained.

3. Methods to be used to assess the effectiveness of this Plan of Service

The interlibrary loan activity facilitated by Cat-A-Link Gold and the level of knowledge about the Network will demonstrate success in this area.

4. Budget for Section 18842 (Telecommunications Infrastructure)

Category	LoC	Regional	Other	Total
1. Personnel	20,000			20,000
2. Operations	15,000			15,000
3. Materials				
4. Equipment > \$5,000				
6. Total	35,000			35,000

5. Describe whether this budget can be expected to support services and funding for all new members and participating libraries that the region is submitting for approval at the Board’s May meeting in addition to current membership. Describe how this budget either will or will not be able to accommodate additional members and participating

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network

---

---

libraries that may be successfully recruited and approved for membership during the fiscal year.

This budget will not permit expansion of the number of automated catalogs beyond the level provided by the original grant. However, new members can participate in Cat-A-Link Gold in the manual mode so we believe that additional members can be accommodated without detriment to existing members. In fact, additional members will increase the value of the service to the existing membership.

6. Describe the service implications and funding requirements to completely implement the service relating to this section of the Act.

1. How would a completely funded Plan of Service differ from this proposal? For example: Would the program be increased proportionally? Would there be funding for service programs that are not now funded? Would there be funding for sections of service that are now unfunded? Would there be different delivery of services?

A completely funded plan would include aggressive efforts to increase the number of libraries with machine-to-machine access to Cat-A-Link Gold. The increase required would be related to the costs of establishing these additional connections. Yes, service that is not now funded would be included in a fully funded plan of service. However, the essence of the program would not change. It would become more inclusive, not fundamentally different.

2. Estimate the cost of a fully funded Plan of Service (Telecommunications)

A fully funded plan of service would include funds to fully connect 3 additional member library catalogs to Cat-A-Link Gold and funds to add features for already connected member library catalogs.

3 new connections (\$5,000 per automation system)	\$15,000
3 extended circulation maps (\$10,000 per automation system)	\$30,000
Added features for existing catalogs:	
6 request filtering functions (\$5,000 per catalog)	\$30,000
2 extended circulation maps (\$10,000 per automation system)	<u>\$20,000</u>
TOTAL	\$95,000

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network \_\_\_\_\_

---

---

**18842. (Regional Delivery)**

---

Describe in narrative form how the Regional Library Network will implement section 18842 (c). Include the following elements using as many pages as necessary.

1. Description of Plan of Service

c. Gold Coast will continue to provide intra-regional delivery service based upon the most cost-effective methods for moving material among members. The Cat-A-Link Gold resource sharing virtual catalog provides statistics on the amount of ILL traffic. Some members use the commercial delivery service. A scheduled delivery service test in San Luis Obispo between an academic and public library will be evaluated for feasibility for other areas. The ILL and Resource Sharing Committee will study delivery methods (perhaps multiple types) and continue refinement of the delivery service.

2. Assumptions used in developing this Plan of Service

Interlibrary loan is the foundation of resource sharing. Although much service can be given through electronic means, moving printed materials is still essential to success in resource sharing.

3. Methods to be used to assess the effectiveness of this Plan of Service

Delivery statistics and reports from members will be reviewed by the Resource Sharing Committee and forwarded to the Gold Coast Board for further evaluation.

4. Budget for Section 18842 (Regional Delivery)

Category	LoC	Regional	Other	Total
1. Personnel	5,000			5,000
2. Operations	30,000			30,000
3. Materials				
4. Equipment > \$5,000				
6. Total	35,000			35,000

5. Describe whether this budget can be expected to support services and funding for all new members and participating libraries that the region is submitting for approval at the Board's May meeting in addition to current membership. Describe how this budget either will or will not be able to accommodate additional members and participating libraries that may be successfully recruited and approved for membership during the fiscal year.

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network \_\_\_\_\_

---

---

This budget will not be able to support any significant increase for additional members. The Board will consider the impact of new members on this service to existing members before approving. The Network is continually looking for more economical methods of delivery. It is hoped that new approaches may permit support to added members but that is not clear at this time.

6. Describe the service implications and funding requirements to completely implement the service relating to this section of the Act.

1. How would a completely funded Plan of Service differ from this proposal? For example: Would the program be increased proportionally? Would there be funding for service programs that are not now funded? Would there be funding for sections of service that are now unfunded? Would there be different delivery of services?

It would include funding for anticipated additional members. The increase would be commensurate with the expected increase in membership. Scheduled service for major suppliers among non-publics would be added.

2. Estimate the cost of a fully funded Plan of Service (Regional Delivery).

A fully funded plan of service would include a salaried full-time driver with benefits and increased delivery fuel and maintenance costs.

Total	\$60,000
-------	----------



**18845. (Training and Continuing Education)**

Describe in narrative form how the Regional Library Network will implement section 18845. Include the following elements using as many pages as necessary.

1. Description of Plan of Service

Opportunities for Training and Continuing Education – Last year’s member survey indicated a strong desire for training. Gold Coast’s Training and Technical Assistance Committee will plan at least three training sessions next year on topics highly desired by the members. In addition members will be offered another workshop on effective use of the 24/7 Reference Service. Gold Coast will hold the second of two regional disaster preparedness workshops in August 2002. Gold Coast will continue to use its videoconferencing and videotaping equipment to increase the availability of training sessions to members who cannot attend in person.

Gold Coast now has an interactive calendar on its website. The Training and Technical Assistance Committee will determine how extensive the listings of continuing education opportunities should be. Staff will maintain the calendar list.

Staff will pursue additional low-cost educational opportunities for its members by cooperative efforts with other regions, library systems, and organizations.

4. Budget for Section 18845 (Training and Continuing Education)

Category	LoC	Regional	Other	Total
1. Personnel	25,000			25,000
2. Operations	5,000			5,000
3. Materials				
4. Equipment > \$5,000				
6. Total	30,000			30,000

5. Describe whether this budget can be expected to support services and funding for all new members and participating libraries that the region is submitting for approval at the Board’s May meeting in addition to current membership. Describe how this budget either will or will not be able to accommodate additional members and participating libraries that may be successfully recruited and approved for membership during the fiscal year.

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network

---

---

This budget relies on staff efforts to find low-cost training programs. Therefore, it is expected that new members can be accommodated in the same modest program that the funding level offers to existing members without harm to the participation of current members.

6. Describe the service implications and funding requirements to completely implement the service relating to this section of the Act.

1. How would a completely funded Plan of Service differ from this proposal? For example: Would the program be increased proportionally? Would there be funding for service programs that are not now funded? Would there be funding for sections of service that are now unfunded? Would there be different delivery of services?

A significant increase in the number of offerings, number of repeats in various locations and increased use of videoconference equipment to connect participants would be planned under a completely funded plan of service, i.e. at least 6 events per year with at least 3 given in multiple locations and 2-4 videoconferenced as well. This program would be increased more than proportionally because of its importance to members. Yes, services not now funded would be added. Delivery would differ because of the multiple locations and routine use of videoconferencing.

2. Estimate the cost of a fully funded Plan of Service (Training & Continuing Edu)

6 training sessions @ \$1,500 per session	\$9,000
Travel and per diem for 6 sessions	\$6,000
Videoconferencing costs	\$4,000
Incidentals and increased personnel costs	\$1,000
Current budget training and continuing education	<u>\$30,000</u>
TOTAL	\$50,000

**18846. (Information and Referral Services)**

Describe in narrative form how the Regional Library Network will implement section 18846. Include the following elements using as many pages as necessary.

1. Description of Plan of Service

- a. Information and Referral for requests beyond capability of its members – Gold Coast will continue its subscription for 24/7 Reference Service for all its members.
- b. General Reference Service – Gold Coast, via the Library of California or its designated representative, will provide electronic databases to members libraries at a discounted rate.
- c. Improving Reference Support to Underserved Populations – Last year, Gold Coast was able to produce a library and community information guide for k-12 teachers with a special grant from UCSB. This year Gold Coast plans to target lower-income children although the product has not yet been determined by committee or Board with grant funds.

2. Assumptions used in developing this Plan of Service

Minimal funding will prohibit free online databases. 24/7 Reference is a modest cost program of great value so it will be protected. Additional services must come from outside funds.

3. Methods to be used to assess the effectiveness of this Plan of Service

The Board will review activity levels at its regular meetings and analyze participation in discounted programs. It will authorize grant applications.

4. Budget for Section 18846 (Information and Referral Services)

Category	LoC	Regional	Other	Total
1. Personnel	5,000			5,000
2. Operations	30,000		20,000	50,000
3. Materials				
4. Equipment > \$5,000				
6. Total	35,000		20,000	55,000

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network

---

---

5. Describe whether this budget can be expected to support services and funding for all new members and participating libraries that the region is submitting for approval at the Board's May meeting in addition to current membership. Describe how this budget either will or will not be able to accommodate additional members and participating libraries that may be successfully recruited and approved for membership during the fiscal year.

Yes, new members can be accommodated in the discounted online database program and in the 24/7 Reference service because costs can be contained through regional participation as question answerers.

6. Describe the service implications and funding requirements to completely implement the service relating to this section of the Act.

1. How would a completely funded Plan of Service differ from this proposal? For example: Would the program be increased proportionally? Would there be funding for service programs that are not now funded? Would there be funding for sections of service that are now unfunded? Would there be different delivery of services?

A completely funded plan of service would continue free databases to all members because this is the most effective recruiting and continuation of participation tool that we have. There would be funding for the unfunded free database portion of this section.

2. Estimate the cost of a fully funded Plan of Service (Information and Referral Services).

Current amount	\$35,000
Free access to online databases	500,000
Additional questions for 24/7 Reference	<u>15,000</u>
TOTAL	\$550,000

**18847. (Public Awareness)**

Describe in narrative form how the Regional Library Network will implement section 18847. Include the following elements using as many pages as necessary.

1. Description of Plan of Service

Provide public relations packages to members for customization and dissemination

Last year Gold Coast delivered extensive materials to each member library about Gold Coast and the Library of California, including a decal. Next year, Gold Coast will produce an improved decal and deliver to its members.

Gold Coast staff and Board members will continue to attend community events and distribute materials about Gold Coast and the Library of California whenever appropriate.

2. Assumptions used in developing this Plan of Service

Library staff is an important public. It is critical to make them aware of the Network. Therefore, information like workshops, flyers, membership decals and other items will prominently feature the corporate logo. Services such as 24/7 and Cat-A-Link Gold with direct patron access will also be labeled so users can tell who provides the service.

3. Methods to be used to assess the effectiveness of this Plan of Service

Members will be asked whether they see an increased public awareness of Gold Coast Library Network and the Library of California.

4. Budget for Section 18847 (Public Awareness)

Category	LoC	Regional	Other	Total
1. Personnel				
2. Operations	1, 000			1,000
3. Materials				
4. Equipment > \$5,000				
6. Total	1,000			1,000

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network

---

---

5. Describe whether this budget can be expected to support services and funding for all new members and participating libraries that the region is submitting for approval at the Board's May meeting in addition to current membership. Describe how this budget either will or will not be able to accommodate additional members and participating libraries that may be successfully recruited and approved for membership during the fiscal year.

Only one "public awareness"-specific expenditure is anticipated. The corporate identity awareness will piggyback on other activities and services. Therefore, new members can be accommodated.

6. Describe the service implications and funding requirements to completely implement the service relating to this section of the Act.

1. How would a completely funded Plan of Service differ from this proposal? For example: Would the program be increased proportionally? Would there be funding for service programs that are not now funded? Would there be funding for sections of service that are now unfunded? Would there be different delivery of services?

Funding to support more corporate identity expenditures would ensure awareness. A media campaign would be most effective in spreading the concept. This section would provide aggressive marketing activities including corporate identification items, PSA's, attractive receptions and other invitational events for various groups. This increase would be proportional so it can market the new bigger program. Yes, sections now unfunded would be funded and service delivery would be dramatically different.

2. Estimate the cost of a fully funded Plan of Service.

It is estimated that at least \$30,000 would be necessary for a strong public awareness program for Gold Coast Library Network.

LIBRARY OF CALIFORNIA REGIONAL LIBRARY NETWORK PLAN OF SERVICE

Regional Library Network \_\_\_\_\_ Gold Coast Library Network \_\_\_\_\_

**SUMMARY PAGE**

**1. Consolidated Budget for 2002/03 Plan of Service.**

Please aggregate section budgets here.

<b>Category</b>	<b>LoC</b>	<b>Regional</b>	<b>Other</b>	<b>Total</b>
1. Personnel	115,360			115,360
2. Operations	157,104		24,549	181,653
3. Materials				
4. Equipment > \$5,000				
<b>6. Total</b>	<b>272,464</b>		<b>24,549</b>	<b>297,013</b>

**2. Anticipated membership 2003/04**

For the purpose of planning, please provide your current membership, and estimate the number of members and participating libraries in your regional network for the **2003/04 fiscal year**.

<b>Library Type</b>	<b>2002/03</b>	<b>2003/04</b>
Academic Library Members	15	16
Participating libraries	15	16
Public Library Members	8	8
Participating libraries	52	52
School District/Independent Members	10	12
Participating libraries	13	18
Special Libraries Members	15	16
Participating libraries	16	17
<b>Total Members</b>	<b>48</b>	<b>52</b>
<b>Total Participating Libraries</b>	<b>96</b>	<b>103</b>