2016 TOP INNOVATORS

INSPIRING LIBRARIES. TRANSFORMING COMMUNITIES.

URBAN LIBRARIES COUNCIL

Dear Library Leader:

The 2016 Urban Libraries Council Innovations Initiative continues to showcase, share, and promote creativity and innovation among North America's public libraries. Today, the ULC website houses more than 1,200 leading practices that reflect library missions, strategies, achievements, and community contributions. We thank you for contributing to this valuable resource.

The breadth of the 2016 innovations is again remarkable, confirming that creativity and inventive approaches continue to thrive in public libraries. ULC is proud to highlight programs that provide lifelong learning opportunities, meet the unique needs of diverse audiences, leverage technology to connect people with each other and vital resources, and address community issues.

The 2016 innovations include library programs that:

- Address racial equity in our communities
- Help low-income parents bridge the 30-million-word gap that interferes with kindergarten readiness
- Provide R&D services and training to small businesses and start-ups
- Inspire, engage and connect older adults to each other and essential services at the library
- Introduce people with limited cooking skills and tight budgets to healthy farm-to-table food preparation
- Provide learning opportunities for transitioning military personnel

The winners were selected based on the strength of the innovation, results achieved and capacity to be replicated in other libraries.

ULC congratulates all of our member libraries for their commitment to pursuing innovative approaches and for making a difference in your communities. We are thrilled to support your work and showcase your innovations.

Susan Benton President and CEO

LEARNING: BIRTH THROUGH TEENS

TOP INNOVATOR

San Mateo County Libraries, CA ► Talk Read Sing SMCL.org



Low-income families with children under 30 months are working to bridge the word gap through San Mateo County Libraries' Talk Read Sing program. Research has shown that children from low-income families hear roughly 30 million fewer words than more affluent children by the time they all turn three. Talk Read Sing focuses on developing parents' talking habits to build language-rich environments that increase the chances their children will arrive at kindergarten ready to learn. Using the Lena Research Foundation's Smarter Happier Baby Curriculum in English and Spanish, families use "talk pedometers" to track the number of words spoken, conversational turns taken and electronic noise in the home. The pedometers help parents monitor progress toward personal goals for supporting their children's learning progress.

Among the 95 families who have participated in Talk Read Sing since May 2015, 74 percent have shown gains in adult words spoken to the child and 60 percent have expanded conversational turns.

The library works with the San Mateo Housing Authority and the Institute for Human and Social Development to broaden the program's reach.

"

It's well known that increasing conversations between parents and young children builds babies' brains, improves their social and emotional wellbeing, and makes them more prepared for school and for life. This program perfectly fits our mission to provide opportunities for growth and enrichment in the communities we serve."

 Anne-Marie Despain, Director, San Mateo County Libraries



 Free Library of Philadelphia, PA Back-to-School Jumpstart Camp FreeLibrary.org

Free Library of Philadelphia's Jumpstart Camp gave 38 rising first through third graders a late-summer boost in maintaining or even increasing their reading levels and provided a framework for evaluating the children's readiness to reenter the classroom. Based on pre- and post-assessments of reading level, classroom behavior indicators and student attitudes toward learning, nearly 90 percent of Jumpstart campers maintained or increased their reading levels over the summer—leading to a planned expansion of the program next summer to eight libraries.

"

Back-to-School Jumpstart Camp represents our efforts to assess the impact of our work and demonstrate positive learning outcomes for the campers, right at the nexus of Read by 4th, our grade level reading campaign, and our longstanding summer learning efforts in neighborhood libraries."

 – Siobhan A. Reardon, President & Director, Free Library of Philadelphia

LEARNING: ADULTS

TOP INNOVATOR

Queens Library, NY ► Helping Adults Finally Achieve that HS Diploma QueensLibrary.org



Hundreds of adult learners in Queens, NY, have not only earned their high school diplomas, but also enjoyed the pomp and circumstance of a traditional graduation ceremony to validate and celebrate their achievement. Queens Library expanded its high school equivalency diploma preparations and support services to meet the needs of adults who have struggled to earn their diplomas leading to significant and sometimes lifelong economic and social hardships.

In 2013, the Library began providing on-site testing in its Adult Learning Centers to assess readiness for the New York online high school equivalency exam. Based on the readiness results, adult students receive remedial and preparatory tutoring, as well as referrals to social service partners who work with the students to help them finally cross the learning finish line that has eluded them in the past.

Over the past three years, more than 300 proud high school graduates have attended the library's adult commencement event complete with caps and gowns, processional music, keynote speakers and a reception for families. Graduates say the library's low pressure, supportive approach to earning their diplomas was the key to success.

By finally finding the support they needed, hundreds of adult learners have achieved their once elusive goal of an HSE diploma and even walked in caps and gowns at a commencement ceremony in front of loved ones—a reminder to all of us of how important it is to invest in and celebrate every stage of growth and accomplishment."

 Dennis Walcott, President & CEO, Queens Library



Dayton Metro Library, OH
Expanding Connectivity
DaytonMetroLibrary.org

Dayton Metro Library helps seniors overcome social isolation and cognitive decline by expanding their access to and ability to use technology. The library makes internet-enabled iPads available to seniors in residential facilities and provides individual and group technology training classes. Seniors who participated in the program learned how to set up email accounts, take selfies, and create Facebook pages which made them feel more socially and mentally engaged and better connected to a wide range of valuable resources.

The Dayton Metro Library's Expanding Connectivity project has transformed our capacity to deliver technology training and access to older adults unable to use traditional library services, bridging the digital divide and empowering our patrons to remain socially and intellectually engaged."

 Tim Kambitsch, Executive Director, Dayton Metro Library

COLLECTIONS

TOP INNOVATOR

The Public Library of Cincinnati and Hamilton County, OH ► We Have the Hots for You CincinnatiLibrary.org



A focus on automatic "hot" services in an increasingly digital environment has made access to the Public Library of Cincinnati and Hamilton County even more convenient and customer friendly by ensuring easy access to the library's newest print collections, eBooks, eAudiobooks and DVDs.

The library offers a variety of automatic hot holds so that customers don't have to monitor new releases from their favorite authors or track when the newest movie or their favorite genres will be available. Other services include hot authors, eHot authors, hot tickets Book HookUp and CD of the month which emphasize automatic access, personalized staff recommendations and delivery of items to the customer's favorite location.

Library patrons have embraced the hot services with nearly 2,000 subscribing to hot tickets and more than 12,000 using hot authors. In addition, library staff have made 20,000 CD-of-the-month recommendations.

"

Delivering the items a cardholder wants in a convenient way strengthens the personal relationship between the cardholder and our library. It cements the image in our cardholder's minds that our library is a place to get what they want, when they want it, without hassle."

 – Kim Fender, Director,
The Public Library of Cincinnati & Hamilton County



Multnomah County Library, OR

The Library Writers Project provides a new way for patrons to contribute self-published books to the library's digital collection providing both compelling local content and enhanced author visibility. Thirtyeight self-published local e-books were added to the library's collection based on an assessment of 148 submissions by two library staff. During the first four months of the project, local e-books were checked out nearly 3,000 times.

The Library Writers Project demonstrates how Multnomah County Library is finding new ways to serve patrons. This effort is the best of many worlds: supporting and promoting local authors and extending partnerships."

- Vailey Oehlke, Director, Multnomah County Library

CUSTOMER EXPERIENCE

TOP INNOVATOR

Wichita Public Library, KS ► Wichita Public Library Creates Raving Fans WichitaLibrary.org



Inspired by the book, *Raving Fans*, by Ken Blanchard and Sheldon Bowles, the Wichita Public Library has taken customer service to a new level — and drawn rave reviews. The effort started with the Central Library circulation desk — the division with the most complaints — and focused on both policies and procedures and staff approachability and responsiveness. The library embraced the Blanchard/Bowles customer service goal of delivering what the customer wants "plus one percent."

Key elements of the innovation included maintaining "no" logs to track obstacles to customer satisfaction and coaching on personal connection skills including making eye contact, being aware of tone of voice and body language, and smiling. Staff were challenged to spend one day a month working on their smiles when interacting with customers and then recording customer outcomes that day to assess the power of smiling.

As a direct result of the "no" logs, the library identified pinch points at the circulation desk, added services, revised registration policies and developed approaches to ensuring that staff could say yes to customer requests. A survey of customer service at the circulation desk confirmed significant progress on creating raving fans — 100 percent rated staff approachability as very good or higher with 79 percent rating it excellent, 94 percent felt they had full attention of the staff and would recommend the library to a friend or family member, and 91 percent rated the efficiency of the staff as excellent.

"When customers told us they were using their positive experiences with our library staff to improve their own customer service skills, we knew that our Raving Fans service goal was being achieved."

 - Cynthia Berner, Director, Wichita Public Library



Palm Beach County Library System, FL Enriching the Visually Impaired Community PBCLibrary.org

Palm Beach County Library System expanded its services to blind and visually impaired individuals, recognizing that using Talking Books alone wasn't enough for this underserved and sometimes overlooked audience. So the library staff began to offer opportunities for interaction and connections among its Talking Books members, including teleconference book discussions, private screenings of movies in partnership with three movie theaters, and musical events in branch libraries with guaranteed seating. The Library received a national award in 2016 for its creative services to the blind.

Our Talking Books service offers a wide range of activities that allows these residents to connect with others in the community, inspire new thoughts, and enrich their lives."

Doug Crane, Director,
Palm Beach County Library System

POSITIONING THE LIBRARY

TOP INNOVATOR

Sno-Isle Libraries, WA ► TEDxSnoIsleLibraries 2015 Sno-Isle.org



Imagine a day filled with great speakers, thought-provoking videos, and dynamic conversation about the role of the public library as a champion of and center for ideas and information. That's what happened when Sno-Isle Libraries hosted a TEDx event built around the theme "Creating New Futures." TEDxSnoIsleLibraries 2015 drew widespread community leader attention, extensive media coverage, more than 1,200 event attendees, 1,900 live-stream viewers at 10 community libraries and four public sites, and 41,000 views of the 23 posted Sno-Isle TEDx Library Talks.

Sno-Isle Libraries embarked on the TEDx event to highlight the libraries' relevance in the 21 communities and region the system serves. After securing a TEDx license, the effort received financial support from the Sno-Isle Library Foundation and other organizational leaders who shared the goal of transforming communities and the marketplace through ideas worth spreading. Partner support enabled free attendance at the performing arts center event site and covered most expenses to stage and stream the inaugural event.

TEDxSnolsleLibraries demonstrated to the diverse live and digital audience that Sno-Isle Libraries is a resource without walls providing ideas worth spreading. In addition to connecting new people to the library system, the TEDx event raised awareness of core library services and resources, and opened doors for the library to participate in key community and regional discussions.

- **LED**xSnoIsleLibraries has helped raise our profile as a regional influence with elected and business leaders, decisionmakers, and our customers."
 - Jonalyn Woolf-Ivory, Executive Director, Sno-Isle Libraries



Pierce County Library System, WA Open Lab@RP/6: Success in Civilian Life PierceCountyLibrary.org

With the largest military installation on the West Coast in its service area and a significant number of well-paying STEM jobs available, Pierce County Library System expanded its partnership with Joint Base Lewis-McChord (JBLM) and broadened its military base presence to help transitioning soldiers improve their technology skills and get connected to the resources of their public library for civilian success. Open Lab offers a range of technology training including network and database classes and free Microsoft Technology Associate Certification and positions Pierce County Library as a leader in learning for soldiers.

"

The Open Lab program has allowed Pierce County Library to partner with Joint Base Lewis-McChord in ways we have not been able to in the past. We now have a presence in and a connection with JBLM educational facilities, service locations, base libraries, and at events."

 Georgia Lomax, Executive Director, Pierce County Library System

WORKFORCE AND ECONOMIC DEVELOPMENT

TOP INNOVATOR

Rochester Public Library, NY ► Reimagining Business Reference in a Mid-sized City LibraryWeb.org



The Rochester Public Library has become a vital player in the city's hi-tech and small business arena and is recognized as an essential partner in economic development. Using an aggressive outreach campaign and a three-point service delivery strategy, the library built its reputation and capacity to meet a range of emerging business R&D needs. Library staff with expertise in market and venture capital resource, small business development, and grant funding provide services to local businesses on site, online, and in the library.

For many years, Rochester's big three employers — Eastman Kodak, Xerox, and Bausch & Lomb — had their own libraries that provided R&D and market research to scientists and employees. Those special libraries all closed during the past decade, and many laid-off employees launched hi-tech startups, creating a need for business research services. The Rochester Public Library Business Division, with a wealth of resources and staff expertise, stepped up to fill that gap.

The library has successfully communicated that its services and capacities help businesses save money and make money. With support from the RPL Friends and Foundation, the library purchased new database products that have already provided \$700,000 in reports to Rochester businesses over the past six months.

 The partnership between the Eastman Business Park and the Rochester Public Library's Central Business Division has completely changed the way the library is viewed by the local business community.
The services and research provided have saved new businesses and entrepreneurs hundreds of thousands of dollars and opened doors to research and development in multiple fields."

 Patricia Uttaro, Director, Rochester Public Library



Scottsdale Public Library, AZ
Eureka Loft Scottsdale
ScottsdaleLibrary.org

Eureka Loft Scottsdale is a destination where entrepreneurs, inventors, problem-solvers, small business owners, and job seekers can learn, collaborate, and create. Created by the Scottsdale Public Library in collaboration with Arizona State University School of Entrepreneurship and the City of Scottsdale Economic Development, Eureka Loft was designed to democratize entrepreneurship and assist with workforce development through start-up education, one-on-one mentoring, job coaching, and guidance on securing funding. Since its opening in May 2013, more than 34,000 people have visited Eureka Loft, and nearly 6,300 people have attended 1,000 programs.

"

Our partnership with Economic Development has been fascinating. While our overall missions are very different, our collaboration in providing programs and services in the Eureka Loft Scottsdale has proven to be a great asset to our citizens."

 – Katheleen Wade, Director, Scottsdale Public Library

RACE AND SOCIAL EQUITY

TOP INNOVATOR

Saint Paul Public Library, MN ►



Saint Paul Public Library doubled the number of employees of color, modified programs and policies to eliminate disproportional impact on patrons of color, and provided staff training on racial equity foundations as part of a comprehensive racial equity initiative launched in 2014. With a citywide workforce that is 82 percent white, the library has struggled to diversify its staff and promote employees of color. After introducing new hiring strategies including improved recruitment to attract people of color to the library, requiring that all hiring panels include staff of color, and allowing part-time staff to stack multiple jobs to achieve full-time status, the library workforce is now 60 percent white and 40 percent people of color, matching the city population.

On the program side, the library added storytime opportunities in eight languages to ensure equal access, eliminated the library card requirement to use computers because of the disproportionate impact on people of color, worked to ensure racial diversity among all library program presenters, and conducted a five-part "conversations on race" series which included sessions on talking to children about race, government's role in racism, and understanding bias and institutional racism. To sustain the progress, the library now develops annual racial equity plans by branch and department, provides a quarterly dashboard report to the Mayor, and created a racial equity change team to review the annual racial equity plans, ensure continuing assessment of policies and practices, and surface any workplace issues.

The racial equity initiative we have begun at Saint Paul Public Library is changing our practices, policies and how we 'show up' with each other, our communities and our guests."

- Jane Eastwood. Director. Saint Paul Public Library



Brooklyn Public Library, NY TeleStory: Library-to-Jail Video Storytime BklynLibrary.org

Brooklyn Public Library's TeleStory provides library-based visitation services to families who want to read, sing songs, and stay connected with incarcerated loved ones. Children are able to read with an incarcerated parent from a warm and welcoming space in the public library filled with stuffed animals, books, and crayons — a far cry from family visiting rooms in jails. The program connects families affected by the justice system with their loved ones and with the public library as a resource for learning and support. BPL is expanding the visitation service to 12 sites to reach more children with incarcerated parents and provide a model for public libraries as leaders in family reunification.

"

By strengthening bonds between parents and children under the most challenging of circumstances, TeleStory is changing lives in Brooklyn, and we would like to see the program adopted by library systems across the country."

 – Linda Johnson, President & CEO, Brooklyn Public Library

CIVIC AND COMMUNITY ENGAGEMENT

TOP INNOVATOR

King County Library System, WA ► Older Adults: Inspire, Engage, Connect KCLS.org



An information-rich website, a telephone town hall, creative programming, skilled staff and volunteers, and a great partnership with AARP help inspire, engage and connect older adults to the King County Library System and to other seniors. The library recognized that the "silver tsunami"—baby boomers turning 65 at the rate of 10,000 per day—provided an exciting opportunity to make the library a central part of the lives of this important tax-paying constituency.

The program relies heavily on technology to reduce barriers to access including streaming programs to multiple locations and using telephone town hall software to provide essential information on Social Security and Medicare by telephone rather than having to travel somewhere. More than 16,000 people participated in the telephone town hall, and the 50+ website was accessed more than 9,200 times annually. Extensive outreach to the older-adult audience introduced many to the library for the first time and reminded others that the resource that serves their children and grandchildren so well can also meet their needs. "I bring my grandkids to the library all the time, but I never saw it as a place for me," said one older-adult user. "Now I know better."

"

- In just over a year the library has reached new community members with lifechanging services."
- Gary Wasdin, Director, King County Library System



Fort Vancouver Regional Library District, WA
Forum @ the Library
FVRL.org

Forum @ the Library hosts quarterly community conversations on topics of local importance such as affordable housing and political polarization to give residents a voice in exploring important issues affecting their community. The Fort Vancouver Regional Library District uses a citizen planning committee, a partnership with Washington State University, and trained facilitators to provide a neutral platform for people to come together and share differing viewpoints on local issues to spark insight, engagement, and discovery.

"

Forum @ the Library has been instrumental in offering new opportunities to hear diverse voices in our community."

Amelia Shelley, Executive Director,
Fort Vancouver Regional Library District

HEALTH, SAFETY AND SUSTAINABILITY

TOP INNOVATOR

San Francisco Public Library, CA ► Biblio Bistro SFPL.org



San Francisco Public Library's Biblio Bistro helps introduce people to easy, inexpensive, and healthy at-home food preparation using locally grown foods. The mobile, library-staffed cooking cart focuses particularly on low-income families with limited cooking skills and resources to help them learn how to make farm-to-table eating possible without the need for a chef's kitchen or a big food budget.

Working with the Heart of the City Farmers' Market, Biblio Bistro provides classes, books on cooking, gardening, and healthy eating, and demonstrations with free samples of the recipe of the day. In addition, the mobile kitchen's presence at the City Farmers' Market attracts new library users who participate in hands-on classes to learn about new ingredients and cooking techniques. Through additional partnerships with schools, street fairs, parks and other farmers' markets, the library is broadening awareness of the importance of nutritious food and how the library supports community health and wellness.

The Library embraces this opportunity to support and champion the health of our community and act as a change agent and consumer advocate for our city."

- Luis Herrera, City Librarian. San Francisco Public Library



Los Angeles Public Library, CA The Source LAPL.org

The Source is a monthly event at the Los Angeles Public Library's Central Branch that offers one-stop access to vital services and resources for the homeless. An average of 300 homeless people visit the Central Library every day seeking free services including computers, Internet access, WiFi, reading materials, and shelter from bad weather. In support of the Mayor's commitment to end homelessness, the library embraced its reputation as a safe, comfortable, and trusted place for homeless Angelenos by offering a once-a-month event to connect them with services that can improve their lives and wellbeing. Partners include the Department of Mental Health, LA Homeless Services Authority, People Assisting the Homeless, and the Department of Public Social Services.

The Source is one of our many outstanding programs that connects people to vital services and community resources."

- John Szabo, City Librarian, Los Angeles Public Library

ORGANIZATIONAL CHANGE AND STRATEGIC MANAGEMENT

TOP INNOVATOR

Montgomery County Public Libraries, MD ► The Library Refresh Program: In-time Solutions MontgomeryCountyMD.gov/library



Montgomery County Public Libraries' Refresh Program provides a cyclical, cost-effective approach to keep branches up-to-date with minimal down time and at a lower cost than a full renovation. Montgomery County refreshes three branches per year including implementing construction preventive measures and interior programmatic improvements and updating information services and technologies. The refresh approach was developed in response to three concerns — engineering challenges during economic constraints, community concerns about long downtimes, and the need to expedite modernizing library branches.

Based on the first two completed projects, the estimated total cost to refresh 16 libraries will be \$20 million compared to \$203 million and 32 years to fully renovate the 16 branches. Instead of full renovations, each branch can be refreshed three or four times during the 32-year time frame, providing the structural and technological updates to meet changing community needs.

"

In an era of reduced availability of capital improvement funds and a rapidly aging physical and technological infrastructure, our Library Refresh program is a creative, cost-effective approach that preserves, refreshes, and modernizes our branches."

 Parker Hamilton, Director, Montgomery County Public Libraries



✓ Kent District Library, MI Cultural Management through Efficient Staffing KDL.org

Kent District Library reduced the average time to fill staff vacancies from 56 to 14 days by hiring a pool of substitutes who voluntarily fill shifts when vacancies occur, providing an opportunity to learn job requirements and demonstrate their capacity for future employment. Managers provide regular feedback to the human resources director on substitute performance, and the HR director coaches substitutes on needed improvement. In addition to reducing hiring time, the process has improved the quality of new hires through monitoring and feedback before a substitute employee fills a regular vacancy.

Library work is unique and demanding, and this process helps us to identify those who will likely be successful serving the public while contributing to the positive work ethic so prevalent throughout our KDL family."

 Lance Werner, Director, Kent District Library

2016 INNOVATIONS INITIATIVE PARTICIPANTS

Alameda County Library Arlington Heights Memorial Library Baltimore County Public Library Boston Public Library Brooklyn Public Library Broward County Library Calgary Public Library Cedar Rapids Public Library Charlotte Mecklenburg Library Chattanooga Public Library Chicago Public Library **Cleveland Public Library** Columbus Metropolitan Library County of Los Angeles Public Library Dallas Public Library **Dayton Metro Library** DeKalb County Public Library Denver Public Library District of Columbia Public Library Do Space East Baton Rouge Parish Library

Edmonton Public Library Forsyth County Public Library Fort Vancouver Regional Library District Free Library of Philadelphia Frisco Public Library **Gwinnett County Public Library** Hennepin County Library Houston Public Library Howard County Library System Indianapolis Public Library Jacksonville Public Library Johnson County Library Kalamazoo Public Library Kansas City Public Library Kent District Library King County Library System Lexington Public Library Los Angeles Public Library Loudoun County Public Library Louisville Free Public Library Madison Public Library

Memphis Public Library & Info Center Miami-Dade Public Library System Montgomery County Public Libraries Multnomah County Library Nashville Public Library New York Public Library Oak Park Public Library Ottawa Public Library Palm Beach County Library System Palo Alto City Library Pierce County Library System Pima County Public Library Pioneer Library System Prince George's County Memorial Library System Pueblo City-County Library District Queens Library **Richland Library Rochester Public Library** Saint Paul Public Library Salt Lake City Public Library Salt Lake County Library Services

San Antonio Public Library San Diego County Library San Francisco Public Library San Jose Public Library San Mateo County Libraries Santa Clara County Library Santa Monica Public Library Scottsdale Public Library Skokie Public Library Sno-Isle Libraries Springfield City Library St. Louis County Library St. Louis Public Library Tampa-Hillsborough County Public Library The Public Library of Cincinnati & Hamilton County Toledo-Lucas County Public Library Wichita Public Library All submissions can be found on the ULC website, UrbanLibraries.org.

Urban Libraries Council (ULC), founded in 1971, is the voice for public libraries and the force that inspires them to evolve. ULC creates the tools, techniques, and ideas to make ongoing improvements and upgrades in services and technology. ULC also speaks loudly and clearly about the value public libraries bring to communities, and secures funding for research that results in the development of new programs and services. And by serving as a forum for library leadership, ULC produces innovative ideas and best practices that ensure community impact.





INSPIRING LIBRARIES. TRANSFORMING COMMUNITIES.

1333 H Street NW, Suite 1000 West Washington, DC 20005 Phone: 202-750-8650

UrbanLibraries.org