

Compilation of 2002/03 System Program Plans of Service
Service to Underserved Component

System	Target Populations	Service Delivery Methods	Evaluation Methods	Estimate Expend
BALIS	African American Asian Latino Speakers of limited English/English as Second Language	The Public Information Committee will maintain its Bay Area media list to include media outlets that will reach a multicultural audience. The Reference Committee will: 1) work with Gale Research PR materials and publicize the Informe Spanish-language database; 2) identify and evaluate new databases that have a focus on the informational needs of specific multicultural communities; and 3) address the needs of the multi-ethnic nature of the BALIS service area.	Increased usage statistics for Informe will determine whether or not the publicity effort has been successful. Committees, task forces and Council will informally evaluate the benefit for coordinated reference project planning & development activities through in-kind time spent in committee meetings & assignments.	Up to \$5,000
BLACK GOLD	Children	Provide at least 3 orientations for library staff in the use of the online Spanish catalog (Spanish OPAC). Offer a workshop on teaching students to use the Internet for homework. Workshops will include best homework Web sites for common curriculum areas and quicker efficient searching for students. Offer a story telling workshop using in-house staff and share via videoconference.	The Reference Services Committee and the Children's Committee will monitor the impact of the training workshop(s) on the delivery of reference services to target populations. Administrative Council will review the results of the workshops.	\$2,000
49-99	Geographically isolated; Limited English speaking; English as a second language; Non-English speaking; Residents without computer and internet access	Use the host library collection, LAPL FirstSource, OCLC, online databases and other sources to respond to reference questions referred on behalf of geographically isolated patrons. The System will inform member libraries of Internet training opportunities. Encourage referrals to the non-English language resources available at the host library and the State Library.	Patron satisfaction surveys will measure how well information provided met the patrons' needs. Compare responses of geographically isolated patrons with those of other patrons. Member libraries will monitor use of non-English language materials and ask for assistance as needed.	\$22,923
INLAND	Geographically isolated; Institutionalized; Disabled; Children	System staff will; 1) answer questions submitted by members of the underserved groups identified using resources of the Riverside Public Library, UCR, and other ILS & SIRCULS libraries, and on-line resources and referrals; 2) update Caldecott & Newbery Medals bookmarks and make them available to all members; 3) support and provide materials for a coordinated children's summer reading program; 4) coordinate purchases of incentives and other items	Collect patron and staff evaluations of the Reference Center on a sampling basis.	\$42,000

MCLS (cont'd)		MCLS will coordinate at least one workshop/information exchange in conjunction with the MCLS Young Adult Services Committee designed to further the professional skills of staff involved in service to young adults. A young adult component of the Summer Reading Program will be continued in 2002. The MCLS 24/7 Reference service added a link to Tutor.com to better serve young adults who need help with homework.	& by System-sponsored cooperative efforts & by the number of Youth Services librarians attending programs. Formal evaluations by all participants at Youth Services workshops.	
MOBAC	Economically disadvantaged – access to technology; Geographically isolated; Disabled or physically challenged	The MOBAC Reference Committee will update the survey, which lists all types of technology, including information about equipment which is wheelchair accessible and whether the equipment includes capabilities such as screen magnification, Kurzweil or Text to Speech, voice recognition, and Braille Keyboard. They will indicate which types of technology their own library owns that are available to the public. The list of publicly available equipment will be distributed to all MOBAC libraries. The Reference Committee will investigate working with youth librarians to get information about the regional catalog out to schools in the remote areas in the MOBAC service area.	There will be an informal evaluation of the use of the survey of publicly available technology, including anecdotal instances where equipment is requested. Use of the MOBAC Regional Catalog will be monitored.	\$1,500
MVLS	Geographically-isolated; Residents without computer access	Two full-time reference librarians and 3/5 library technicians will use resources of Sacramento Public Library, CSUS Library, California State Library, MVLS Regional Catalog, RLIN, DIALOG, LAPL FirstSource, OCLC, and the Internet to answer 90% of all reference questions from geographically isolated patrons. Answers will be provided in 10 working days for 70% of the questions from underserved patrons.	Use user satisfaction survey to determine the number of questions referred/answered/unanswered and response time.	\$23,500
NORTH BAY	Ethnic minorities: Latinos/Hispanics, Native Americans, Asians, and African-Americans Children	The Multicultural Services Committee will: 1) continue to meet at least annually to discuss collection development and share information on serving the North Bay area's ethnic minorities; 2) bring staff members from their own or other NBCLS libraries to at least one committee meeting to obtain a better idea of the needs of ethnic minorities in the area and to better share information on serving the targeted minority population; 3) plan and present workshops, with other appropriate committees and NBCLS staff, on identified topics to improve services to ethnic populations; and 4) identify bibliographies or booklists from libraries of the Greater Bay Area and distribute as warranted to member libraries; 5) assist in creating Web links to appropriate libraries, service groups, vendors and other repositories of information in regards to our Multi-cultural community; and 6) contribute items for the NORTH BAY CONNECTION newsletter, along with the NBCLS staff. NBCLS will continue to support and run a purchasing project of Spanish Language materials by sending a candidate to the Guadalajara Book Fair. NBCLS staff will prepare a children's book selection package with books and reviews for circulation among both member & non-member libraries. A fee is charged for participating in this service. The NBCLS CONNECTION Newsletter will be used to direct children's services staff to resources. NBCLS	Keep workshop attendance & evaluations; keep statistics for attendance at committee meetings. Keep a count of publications distribution for bibliographies, newsletters, updates, etc. Collect & compile patron & librarian evaluations for reference questions answered for the geographically isolated.	\$10,000

<p>NORTH BAY (cont'd)</p>	<p>Disabled</p> <p>Geographically-isolated</p>	<p>will photo copy and distribute the "South State Express" newsletter to children's services staff.</p> <p>Members of the Children's Committee will: 1) develop shared themes for summer reading programs; 2) contribute bibliographies and program ideas to the NORTH BAY CONNECTION newsletter; and 3) plan two workshops of interest to NBCLS children's staff.</p> <p>NBCLS libraries will share collection information on resource materials to serve the disabled and their caregivers.</p> <p>Questions received from geographically isolated areas of NBC service area will be answered at the NBCLS Reference Center or other outside sources such as Virtual Reference Centers, FirstSource at LAPL or contracted sources such as Pat Guy in Washington.</p>		
<p>NORTH STATE</p>	<p>Children from birth to age five</p>	<p>NSCLS will provide member libraries with a list of resources and tips, sponsor a training workshop, publicize and promote materials for training member libraries' staff, and enhance understanding of at least 30 library staff members of special needs through the regional newsletter for children from birth to age five.</p> <p>NSCLS will: 1) collect & publish a resource list and publish tips on serving children from birth to age five & their parents in at least two issues of the regional newsletter; 2) distribute 500 copies of "Servicios Gratis" brochure to selected libraries for their Spanish-speaking clientele; 3) distribute 500 copies of "Share a Book at Home" brochure & 50 pamphlets of the "Welcome to Your Library" to Limited English Speaking, ESL & other families.</p>	<p>The Reference Committee will survey selected library staff about their usage of lists of library resources & tips; conduct surveys with selected literacy &/or public service staff to assess effectiveness of service to children from birth to age 5 and resources developed by Reference or other NSCLS Committees as well as "Welcome to Your Library" pamphlet, "Servicios Gratis", & "Share a Book at Home" brochure.</p>	<p>\$1,200</p>
<p>PLS</p>	<p>Speakers of limited English or English as a second language whose primary language is Spanish, Chinese and Russian</p>	<p>The Multicultural Committee will select videos for the target population.</p> <p>"How To Reach The Lawmakers" a locally produced list of key government officials will be updated to reflect current appointments & a translation into Spanish will be updated. Copies of the brochure will be available through member libraries.</p> <p>The multicultural committee will be responsible for the selection of the collections of non-English language material. Two committee members will attend the International Book Fair in Guadalajara.</p>	<p>Gather circulation statistics for the non-English language videos & compare them to similar topical videos in English. Monitor the rate of distribution of the "How To Reach The Lawmakers" brochure. Review circulation statistics for the non-English language collections to determine whether the small, basic collections need to be expanded using either additional system or local funds. A User</p>	<p>\$2,500</p>

PLS (cont'd)			Satisfaction Survey will be sent to the users of the Spanish-language interface of QandAcafe to be completed after each interchange.	
SJVLS	Geographically-isolated -- including citizens who fall into more than 1 category of underserved: 19% economically disadvantaged, 27% limited English speaking, 20% functionally illiterate	Questions referred from geographically isolated areas will be answered at the same level of service as those in urban areas. Telephone calling cards will be provided to better serve the needs of the isolated. The geographically isolated will have access to system staff, the collections of the Fresno metropolitan area & other large collections in the county. The needs of non-English speaking will be met by using foreign language materials in special collections in Fresno, other system libraries, other state collections & the State Library.	Patron evaluation forms will be sent with each question answered asking if patron's needs were met. Maintain statistical records of time spent on questions. System Reference Committee will monitor the service & the benefits, & advise & make recommendations to the Administrative Council.	\$57,046
SANTIAGO	Limited & non-English speaking Children & Youth	SLS reference services will provide materials to questions in appropriate languages & reading levels through a reference contract with MCLS. SLS will hold one half-day "Performers' Showcase" for children's librarians to review possible talent/programs for individual libraries' use. The Children's Services Committee will: 1) conduct one staff training workshop on services to children, 2) meet at least 6 times to discuss services to children and share ideas; and 3) work with the other systems in Southern California to develop a theme & slogan for the 2003 Children's Reading Program to provide consistent, systemwide encouragement of reading-related activities. The support of local vendors or other public/private partnerships will be utilized in developing the program, and 4) partner with a local vendor on implementing a winter reading program.	Via contract with MCLS, provide statistical information on non-English language requests. Provide workshop participants evaluation forms. System staff will prepare a written summary report on the workshop. Provide verbal evaluation of the "Performers' Showcase" & report observations and/or recommendations in the monthly minutes. Verbal comments from children & parents about the 2002 Children's Reading Program will be noted in the minutes of the Children's Services Committee meetings.	\$17,234
SERRA	Geographically-isolated in rural areas, in and near the Imperial Valley	Present one session of the three-day Effective Reference Performance Workshop at an Imperial Valley location. Serra staff will work with the Serra Reference Committee, the Desert Valley Library/Media Association & Imperial County libraries to develop, present & promote these services.	Keep statistics on reference referrals from rural libraries, & on attendance at training sessions and other programs. Compile evaluations from participants at Serra sponsored activities.	\$28,700
SILICON VALLEY	"Emerging Majority" Ethnic Groups	The System will: 1) promote the use of non-English system brochures to underserved client groups in each member local library; 2) update the Spanish-language version of the brochure listing federal, state and county lawmakers who represent Santa Clara County; and 3) update the "Language Resource List"	Query library staff members about the usefulness of the training materials & suggestions for additional materials.	\$1,500

SILICON VALLEY (cont'd)		and incorporate it into the Staff Directory which lists the non-English languages spoken by member library staff. The Multicultural Committee from member libraries will participate in an ethnic community festival.	Evaluate System brochures in non-English languages after their use in the libraries.	
SOUTH STATE	Youth	The MCLS Executive Director, the Steering Committee, Reference librarians, and other appropriate staff members will work together to plan workshops or training sessions, with appropriate accompanying materials (e.g. guides, articles, bookmarks, etc.) on youth services.	Use written evaluations by workshop attendees.	\$2,500