

## MOBAC Administrative Council

December 15, 2023

9:30 a.m.

via Zoom

<https://us02web.zoom.us/j/85748195582?pwd=b2JWczJaVjkrL1dlUXR5VjZ2SkIFdz09>

Meeting ID: 857 4819 5582; Passcode: 264730

Call-in Option: (669) 444-9171

### MOBAC Administrative Council

Joanna Messer Kimmitt, Cabrillo College Library (Chair)  
Hillary Theyer, Monterey County Free Library  
Aleah Kropholler, Gavilan College Library  
Alicia Martinez, Watsonville Public Library  
Ann Flower, Middlebury Institute of International Studies  
Ashlee Wright, Harrison Memorial Library  
Brian Edwards, Monterey Public Library  
Cynthia Ainsworth, Hartnell College Library  
Deborah Stephens, Hartnell College Library

Diana Godwin, Pacific Grove Public Library  
Jacqueline Grallo, CSU Monterey Bay Library  
Jeff Sundquist, Monterey Peninsula College Library  
Kristan Lundquist, Salinas Public Library  
Manny González, San Benito County Free Library  
Rochelle Eagen, San Juan Bautista City Library  
Tom Rosko, Naval Postgraduate School Dudley Knox Library  
Eric Howard, Santa Cruz Public Libraries

1. Call to Order, Introductions, Announcements, Proxies Kimmitt
2. Approval of Consent Items (**Action Item**)
  - A. Approval of Agenda Kimmitt
  - B. Approval of Minutes of September 15, 2023 Meeting Kimmitt Attachment 1, pg. 4
3. Administrative Business
  - A. Formation of Nominating Committee for FY 2024-25 Chair and Vice Chair Kimmitt Attachment 2, pg. 6
  - B. Dolly Parton Imagination Library Collaboration (**Action Item**) Wright Attachment 3, pg. 7
  - C. Consideration of Restructuring MOBAC Committees (**Action Item**) Wright Attachment 4, pg. 22
  - D. MOBAC Funding for dPlan subscriptions (**Action Item**) Wright Attachment 5, pg. 24
  - E. Committee Program Updates and Funding Requests (**Action Item**) Kimmitt Attachment 6, pg. 26
  - F. PLP Update Frost
4. Reports
  - A. ILL Resource Sharing Haskins

- |                         |         |
|-------------------------|---------|
| B. Reference            | Addison |
| C. SPLAMBA              | Weyant  |
| D. Technology           | Tozier  |
| E. Literacy             | Andrews |
| F. KOHA ILS             | Wright  |
| G. MOBAC Chair          | Kimmitt |
| H. MOBAC Administration | Frost   |
5. Public Comment – (Individuals are allowed three minutes; groups in attendance, five minutes. It is system policy to refer matters raised in this forum to staff for further investigation or action if appropriate. Translator/interpreter will be available upon request at least three days prior to the meeting. The Brown Act prohibits the Administrative Council from discussing or acting on any matter not agendaized pursuant to State law.)
6. Other Business
- |   |         |
|---|---------|
| A. News from Libraries                                  | Kimmitt |
| B. Agenda Items and Location for March 15, 2024 Meeting | Kimmitt |

## 7. Adjournment

**Brown Act:** This meeting abides by Cal. Gov't Code § 54953.

Cal. Gov't Code § 54953(b)(1) "Notwithstanding any other provision of law, the legislative body of a local agency may use teleconferencing for the benefit of the public and the legislative body of a local agency in connection with any meeting or proceeding authorized by law. The teleconferenced meeting or proceeding shall comply with all otherwise applicable requirements of this chapter and all otherwise applicable provisions of law relating to a specific type of meeting or proceeding."

Cal. Gov't Code § 54953(j)(6) A "teleconference" is "a meeting of a legislative body, the members of which are in different locations, connected by electronic means, through either audio or video, or both."

Gov't Code § 54953 (b)(2) "Teleconferencing, as authorized by this section, may be used for all purposes in connection with any meeting within the subject matter jurisdiction of the legislative body. If the legislative body of a local agency elects to use teleconferencing, the legislative body of a local agency shall comply with all of the following:

- (A) All votes taken during a teleconferenced meeting shall be by rollcall.
- (B) The teleconferenced meetings shall be conducted in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the legislative body of a local agency.
- (C) The legislative body shall give notice of the meeting and post agendas as otherwise required by this chapter.
- (D) The legislative body shall allow members of the public to access the meeting and the agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to Section 54954.3.

Gov't Code § 54953 (3) "If the legislative body of a local agency elects to use teleconferencing, it shall post agendas at all teleconference locations. Each teleconference location shall be identified in the notice and agenda of the meeting or proceeding, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the legislative body shall participate from locations within the boundaries of the territory over which the local agency exercises jurisdiction, except as provided in subdivisions (d) and (e)."

## Meeting Locations

Cabrillo College Library, 6500 Soquel Drive, Building 1000, Aptos, CA 95003  
CSU Monterey Bay Library, 3054 Divarty Street, Seaside, CA 93955  
Gavilan College Library, 5055 Santa Teresa Boulevard, Gilroy, CA 95020  
Harrison Memorial Library, NE Corner of Mission and 6<sup>th</sup> Avenue, Carmel-by-the-Sea, CA 93921  
Hartnell College Library, 411 Central Avenue, Salinas, CA 93901  
Monterey County Free Libraries, 188 Seaside Circle, Marina, CA 93933  
Monterey Peninsula College, 980 Fremont Street, Monterey, CA 93940  
Monterey Public Library, 625 Pacific Street, Monterey, CA 93490  
Pacific Grove Public Library, 550 Central Avenue, Pacific Grove, CA 93950  
Salinas Public Library, John Steinbeck Branch, 350 Lincoln Avenue, Salinas, CA 93901  
San Juan Bautista City Library, 801 Second Street, San Juan Bautista, CA 95045  
Santa Cruz Public Libraries, 117 Union Street, Santa Cruz, CA 95060  
Watsonville Public Library, 275 Main Street, Suite 100, Watsonville, CA 95076

MOBAC Administrative Council

**September 15, 2023**

9:30 a.m.

**Action Minutes**

**Council:** Joanna Messer Kimmitt (CAB); Vivienne McClendon (CSUMB); Aleah Kropholler (GCL); Ashlee Wright (HML); Deborah Stephens (HCL); Hillary Theyer (MCFL); Brian Edwards (MPL); Rochelle Eagen (SJB); Yolande Wilburn (SCCL); Alicia Martinez (WPL)

**Proxies:** Katya Haskins for Jeff Sunquist (MPC); Brian Edwards for Diana Godwin (PGL); Francis Hebert for Kristan Lundquist (SAL)

**Others:** Cathy Andrews (Literacy); Glenn Tozier (Resource Sharing); Carol Frost (PLP); Justin Wasterlain (PLP)

**1. Call to Order, Introductions, Announcements, Proxies**

The meeting was called to order at 9:37 a.m. by Chair Kimmitt. Tozier announced the Technology Committee workshop scheduled for September 29, 2023, at Monterey County Public Library's Marina Branch.

**2. Approval of Consent Items**

**A. Approval of Agenda**

**B. Approval of Minutes of June 16, 2023 Meeting**

Wasterlain made a request to move item 4.F after the Consent Items. A motion was made, and unanimously approved, to approve the Consent Items. (Martinez/McClendon)

**3. Administrative Business**

**A. Approval of New Vice-Chair for FY 2023-24**

Frost explained Kristan Lundquist had been elected Vice-Chair for FY 2023-24 under the understanding that Mila Rianto would be serving as her proxy. Frost announced Rianto has found a new position outside of Salinas and a new Vice-Chair would be needed. Edwards agreed to serve as Vice-Chair for the remainder of FY 2023-24. A motion was made, and unanimously approved, to approve the revised FY 2023-24 officer slate with Edwards as Vice-Chair. (Wilburn/Theyer)

**B. Dolly Parton Imagination Library Collaboration**

Theyer inquired if any MOBAC libraries wanted to collaborate on providing access to the Dolly Parton Imagination Library (DPIL). Theyer reported she contacted a few non-profits as potential partners, but none could manage the scale that would be needed. Wilburn stated the Friends of the Santa Cruz Libraries were interested, but also not big enough for the scale. Wright expressed interest. Theyer suggested approaching the Monterey County Children's Council to pitch the idea and gather support.

Edwards discussed changes to the Monterey County Gives program and considered if funding through it could be used in conjunction with the DPIL. Edwards and Theyer

agreed providing access across the entire county rather than piecemeal with specific area codes would be the goal if connecting residents to this service. They pointed out the non-profit partner did not need to be library specific and multiple non-profits could be partnered with. Edwards suggested MOBAC wouldn't be the right organization to be the lead for this project since decisions about participation should happen at a county level rather than the regional level. The directors discussed the capacity of their organizations to participate in this project.

### **C. Managing Emergency Services Workgroup Update**

They reported on two meetings held by the workgroup. She noted staffing during an emergency was a common concern. The group is exploring the feasibility of cross-jurisdictional mutual aid. They announced the workgroup received \$4,000 in PLP funds for staff development. She noted system-wide training would help all staff in the MOBAC area have consistent information and opportunities. Providing virtual FEMA training and library-focused active shooter training for MOBAC libraries was discussed as possibilities. Edwards and Andrews shared experiences with previous active shooter trainings and stressed the need to find a good presenter. They shared a set of visual aids available for purchase that are useful in emergency situations to improve communicate with non-English speaking individuals. She proposed the grant funds could purchase these. Wright discussed the facilities-related emergency training Harrison Memorial staff receive.

### **D. Committee Program Updates and Funding Requests**

Tozier requested \$200 for refreshments at the Technology Committee's upcoming workshop. A motion was made, and unanimously approved, to approve the funding request from the Technology Committee for \$200. (Stephens/McClendon)

### **E. PLP Update**

Frost announced registration for the PLP Staff Development Committee's Future of Libraries conference was open. Frost discussed recent PLP workgroup meetings about AI and leadership training. Wasterlain thanked directors for their patience with recent delivery disruptions.

## **4. Reports**

Reports for Resource Sharing, Technology, Literacy, and KOHA were presented.

## **5. Public Comment – none**

## **6. Other Business**

### **A. News from libraries including COVID-19 updates**

The libraries shared updates.

### **B. Agenda Items, Chair, and Location for Next Meeting on September 15, 2023**

- No agenda items identified

## **7. Adjournment**

The meeting was adjourned at 11:45 a.m. by Chair Kimmitt.



Monterey Bay Area Cooperative Library System  
32 West 25<sup>th</sup> Avenue, Suite 201, San Mateo, CA 94403-2265  
Phone (650) 349-5538 Fax (650) 349-5089

**To: MOBAC Administrative Council**  
**From: Joanna Kimmitt**  
**Subject: Formation of Nominating Committee for FY 2024-25 Chair and Vice-Chair**  
**Date: December 15, 2023**

Per the MOBAC Bylaws, the MOBAC Administrative Council Chair and Vice-Chair shall serve for a term of one year. The Vice-Chair shall serve as the Chair-Elect, and a new Vice-Chair will be nominated each year.

Each year at the December MOBAC Administrative Council meeting, a Nominating Committee is formed to gather the nominations for the next fiscal year. This includes identifying a new Vice-Chair and confirming with the current Vice-Chair that they are available as the incoming Chair.

#### **From the Bylaws:**

##### *“IV. OFFICERS*

- A. The officers of the Administrative Council shall be: Chair, Vice-Chair (whose duties include serving as Chair-Elect), and immediate Past-Chair.*
- B. The term of office shall be for one year.*
- C. Special elections shall be held as needed to fill vacancies.*
- D. No officer may serve more than two (2) successive terms.”*

##### *“V. COMMITTEES*

- B. The Nominating Committee shall be appointed annually by the Administrative Council Chair and will present a slate of Administrative Council officers for voting and approval at the Annual meeting.”*

#### **MOBAC Administrative Council Chairs Chronology**

	<b>Chair</b>	<b>Vice-Chair</b>
2023/24	Joanna Kimmitt - academic	Brian Edwards - public
2022/23	Joanna Kimmitt - academic	Hillary Theyer - public
2021/22	Hillary Theyer - public	Jacqueline Grallo - academic
2020/21	Ashlee Wright - public	Hillary Theyer - public
2019/20	George Romero - academic	Ashlee Wright - public
2018/19	Inga Waite - public	Peter Liu - academic
2017/18	Frank Wojcik - academic	Inga Waite - public
2016/17	Carol Heitzig - Academic	Frank Wojcik - academic
2015/16	Eleanor Uhlinger - academic	Carol Heitzig - public
2014/15	Eleanor Uhlinger - academic	Carol Heitzig - public



# Memorandum

To: MOBAC Administrative Council

From: Ashlee Wright, Library and Community Activities Director (HML)

Subject: Consideration of declaration of support to explore partnering with Rotary to help fund and administer Dolly Parton's Imagination Library for Monterey County

Date: December 15, 2023

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At its last meeting, the Administrative Council discussed the Dolly Parton Imagination Library partnership with the State Library that was announced early this summer. Most libraries expressed a willingness to promote the program and were in favor of it but were struggling to find community partners who could raise the funds and administer the program. That is where the conversation ended at that time.

However, Hillary Theyer, Monterey County Free Libraries Director and I kept the conversation going. The current president of the Harrison Memorial Library Board of Trustees is also a member of the Carmel-by-the-Sea (CBTS) Rotary Club where I was recently invited to speak about library services and community activities. After the meeting I was able to get a conversation started with the CBTS Rotary president re: the Imagination Library and set a meeting to further discuss.

After our preliminary meeting, the CBTS Rotary president thought that after drumming up some local support amongst the peninsula area rotaries, this initiative would be a project worth taking to the Rotary District for consideration which covers all of Monterey, Fresno, and Solano counties.

I also had a meeting with the Imagination Library Regional Director to get a better understanding of the parameters of the program and to get answers to some of the questions that came up during my meeting with the CBTS Rotary president.

Quick facts that I found helpful and that made this undertaking slightly less overwhelming:

- Average enrollment for the program typically has been around 65% of the service population at the end of year-5 and past that in areas where the program is well established.
- There are approximately 30,214 eligible kids in Monterey County. Assuming 65% enrollment, that would be 19,639 kids by the end of the year-5 mark.
- The State is covering half of the cost per child. So, when reviewing Attachment 1, cut those costs in half.

- Starting with year-6, the annual cost with the State subsidy would be approximately \$259,284 going forward for Monterey County (I did not account for inflation or anything fancy for this estimate).

Other important information:

- There is a minimal amount of administrative work that would need to happen each month. I will have solid numbers on hours-per-month soon, but this could be done by a library staff person at one of our libraries, someone at one of the Rotaries, or any other non-profit who would be willing to take that on. It sounded like it was likely between a few hours a month to begin with and 10-20 hours a month by year-5.
- Promotion! But, this part is easy, because we have the will, great community connections for promotion, and Imagination Library has brand kits, flyers, program ideas, mailing lists, etc. that we can use to promote the program.
- California will be the first state to have books in both English and Spanish.

Why Rotary?

- Rotary is in most every community and is great at fundraising. If we can get the attention of the District Rotary office, even better. Rotaries often collaborate and partner on interjurisdictional projects that benefit the wider community, and this is a perfect example of a project like that.
- Rotary is a 501c3 and thus meets the program requirements for handling and documenting donations, in addition to being eligible for bulk mailing rates. Dollywood does the mailing, but the responsible organization for administering the local project still needs to be eligible.
- To that end, we will need an organization to take on the responsibility of entering into an MOU with the Dollywood Foundation in order to be able to administer this project. Again, District Rotary would be great for this as they would cover all of our communities. There are all kinds of ways to structure these agreements with regards to which communities contribute what, but we are a ways off from getting into the weeds on that.
- In partnership with our local rotaries we could then build a fundraising campaign around this to ensure the sustainability of the program.

Next Steps:

If MOBAC and the Administrative Council is amenable, I would like to keep working with the CBTS Rotary President to develop a plan of action to test the waters with the CBTS group and hopefully find someone amongst them to champion the project and continue to provide progress reports to Admin Council.

I would also like to potentially schedule a presentation by the Imagination Library Regional Director to the MOBAC Administrative Council if the membership would find this helpful.





TOTAL ELIGIBLE  
POPULATION UNDER 5  
**30214**

BUDGETED POPULATION  
( **65** % OF ELIGIBLE )  
**19639**

COST OF BOOKS AND MAILING PER  
CHILD  
**\$2.20**

**THE EXPENSES BELOW REFLECT THE CORRESPONDING PERCENTAGE OF THE BUDGETED POPULATION**

	Registered Population	YEAR 1	Registered Population	YEAR 2	Registered Population	YEAR 3	Registered Population	YEAR 4	Registered Population	YEAR 5
Mth 1	5%	\$2,160	20%	\$8,641	40%	\$17,282	60%	\$25,923	80%	\$34,565
Mth 2	6%	\$2,748	22%	\$9,428	42%	\$18,069	62%	\$26,710	82%	\$35,351
Mth 3	8%	\$3,335	24%	\$10,214	44%	\$18,855	64%	\$27,496	84%	\$36,137
Mth 4	9%	\$3,923	25%	\$11,000	45%	\$19,641	65%	\$28,283	85%	\$36,924
Mth 5	10%	\$4,511	27%	\$11,787	47%	\$20,428	67%	\$29,069	87%	\$37,710
Mth 6	12%	\$5,098	29%	\$12,573	49%	\$21,214	69%	\$29,855	89%	\$38,496
Mth 7	13%	\$5,686	31%	\$13,359	51%	\$22,000	71%	\$30,642	91%	\$39,283
Mth 8	15%	\$6,273	33%	\$14,146	53%	\$22,787	73%	\$31,428	93%	\$40,069
Mth 9	16%	\$6,861	35%	\$14,932	55%	\$23,573	75%	\$32,214	95%	\$40,855
Mth 10	17%	\$7,449	36%	\$15,718	56%	\$24,359	76%	\$33,001	96%	\$41,642
Mth 11	19%	\$8,036	38%	\$16,505	58%	\$25,146	78%	\$33,787	98%	\$42,428
Mth 12	20%	\$8,624	40%	\$17,291	60%	\$25,932	80%	\$34,573	100%	\$43,214
		<b>\$64,704</b>		<b>\$155,594</b>		<b>\$259,286</b>		<b>\$362,981</b>		<b>\$466,674</b>

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## Dolly Parton's Imagination Library - Monterey County

1 message

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**Rachel King** <rking@imaginationlibrary.com>  
To: Ashlee Wright <awright@ci.carmel.ca.us>

Mon, Nov 6, 2023 at 2:55 PM

Good afternoon Ashlee and Happy Monday,

Wonderful to meet you last week! Thank you for taking the time to discuss Monterey County. As discussed, please find some further information on the program as promised.

### **California Specific information**

#### California Statewide Expansion

- Dolly Parton's Imagination Library is expanding statewide in California and providing universal access to free books for children (birth to 5th birthday).
- The statewide program, managed by the California State Library, plans to establish a local program in every county across the state and cultivate new partnerships to help fund and support local program partners in California. The goal is to enroll 2 million children in the Imagination Library of California by 2028.
- The expansion statewide in California includes introducing a new book language option for families. This new option includes a fully bilingual English/Spanish book collection for enrolled children until they graduate at age five.

#### Local Program Partners

- Dolly Parton's Imagination Library gifts books in collaboration with local community partners and state organizations. The Dollywood Foundation partners with a 501(c)(3) or a school district in order to provide Imagination Library books to the community.
- To replicate the program, a local partner must pay for the books and mailing for children registered in their selected coverage area. The average cost for each child is \$26 per year in the USA (in California the state matches 50% making it \$13 per child enrolled per year), which pays for 12 books and the mailing directly to the child's home.
- Local Program Partners also publicize the program, enroll the children, and manage the web-based book ordering system.

#### **Additional information:**

Please find attached the following additional information

- DPIIL How it works
- Program Overview
- Affiliates/Community Partners
- How to Start a Program (note it is whole county programs in CA)

Here is also a link to our Community Resources that include flyers on different parts of the program <https://imaginationlibrary.com/news-resources/marketing-brochures-usa/>

#### **Enrollment Cost Estimator**

Attached is the cost estimator for Monterey County

- Total Eligible Population under 5 for Monterey County - 30214
- Budgeted Population at 65% for Monterey County - 19639
- The cost estimator is based on reaching 65% of the eligible population.

Important notes:

- This estimator does not take into account the State of CA match with local program partners, as discussed. The state of CA will begin matching the Local Program Partners monthly invoices in the summer. The state will pay 50% of the cost and the Local Program Partner will pay 50% of the monthly cost.
- The cost of the program is \$26 per child enrolled per year. The State match is now in place and the state will pay \$13 per year and the affiliate will pay \$13 per year.
- The Local Program Partner is invoiced monthly for the number of books mailed that month.
- This is an estimator tool. The volume of enrollments depends on the county, publicity, outreach and many other factors. We see examples of growth exceeding these estimates if there is strong collaboration in a community.

Please do not hesitate to reach out with any questions and have a wonderful rest of your week.

Kindest regards,



**Rachel King**  
Regional Director, The Dollywood Foundation

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[rking@imaginationlibrary.com](mailto:rking@imaginationlibrary.com)

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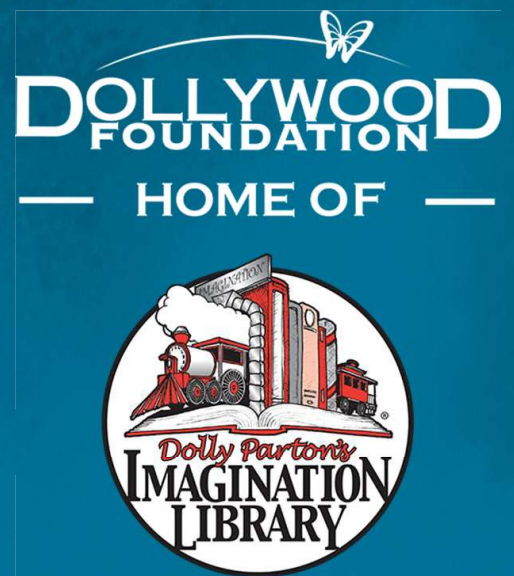
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**5 attachments**

- How to Start a DPIL Program Quick Start Guide Oct23 (1).pdf**  
1098K
- DPIL How it Works.pdf**  
4151K
- DPIL USA\_IL-Program-Overview-Brochure 2021.pdf**  
2030K
- USA\_Affiliates Community\_2023.pdf**  
1195K
- Cost Estimator for Monterey County - Dolly Parton's Imagination Library.pdf**  
130K

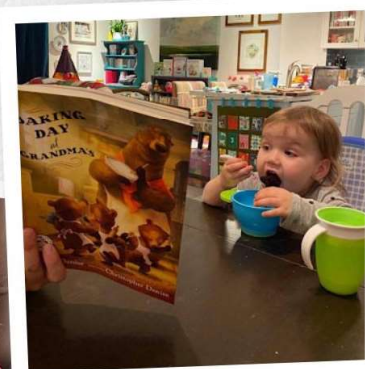
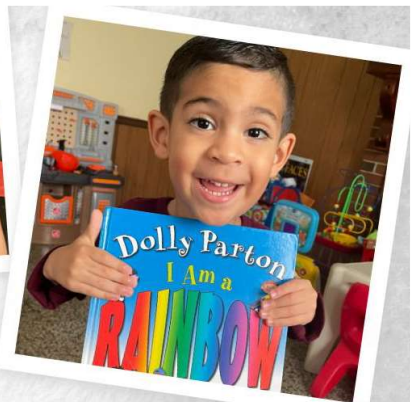
# Start a Program

Getting Started is Easy!



## Responsibilities of a Local Program Partner (Affiliate)

- ▶ Local Partner **must be or partner** with a 501(c)(3) or be a School District
- ▶ Publicize the program
- ▶ Register children via online registration (also use QR Code poster) or paper registration into The Dollywood Foundation database system
- ▶ Fundraise and pay the monthly invoice (annual cost is ~\$26/child/year or an average monthly cost of \$2.20/child/month)
- ▶ Connect with local post office and regularly pick up undeliverable books



## ▶ Steps to Get Started

1. Define your Coverage Area
2. Forecast Cost
3. Secure Funding (2 years min)
4. **Reach out to your Regional Director and Complete the Paperwork**
5. Review Operations & Reference Guide
6. Host Rollout Event - **Get Started!**



## ▶ Quick Start Guide

### 1. Define your Coverage Area

- ▶ Choose Zip Code(s), School District or entire County.
- ▶ The eligibility criteria for the Imagination Library is defined only in terms of the child's age and residence.
- ▶ Please do not limit registration based on socioeconomics, risk factors, participation in certain programs, parental factors or by any other means other than a child's age and residence.

### 2. Forecast Cost

- ▶ **Get the population total for "Under 5 years" and enter into DPIL Cost Estimator to understand how much funding you will need.**

<https://imaginationlibrary.com/usa/cost-estimator/>

# ▶ Quick Start Guide

## 3. Secure Funding

- ▶ Forecast costs for the first few years and talk with local organizations to fund your program.

### COMMON FINANCIAL SUPPORTERS INCLUDE:

- ▶ Service Clubs (United Way, Rotary, Kiwanis, Lions, Key, etc)
- ▶ Community Foundations, Educational Foundations
- ▶ Friends of the Library
- ▶ Local Businesses • Churches • Local Governments
- ▶ School Systems (Title 1 Monies)
- ▶ Private Individuals
- ▶ Electric Co-Ops.

## 4. Reach out to your Regional Director and Complete the Paperwork

- ▶ **Review and Sign:**
  - ▶ Memorandum of Agreement (MOA)
  - ▶ Affiliate Information Sheet (AIS)
  - ▶ Mailing Regulations Form

**Note:** You will have support and assistance every step of the way.

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# ▶ Quick Start Guide

## 5. Review Operations & Reference Guide

- ▶ Attend a virtual training hosted by The Dollywood Foundation team on the Book Order System (BOS)
- ▶ You will receive email with login and instructional information
- ▶ Operations manual provides details on:
  - ▶ Instructions for database use & registering children
  - ▶ Setting up your program website
  - ▶ Promotion suggestions
  - ▶ Brand Guidelines
  - ▶ Authorized Dolly Parton's Imagination Library Photos & Videos
  - ▶ FAQs
  - ▶ Other resource materials

**Hint:** Connect with local library, hospitals / birthing centers, daycare, preschools, pediatric medical facilities to locate families with eligible children.

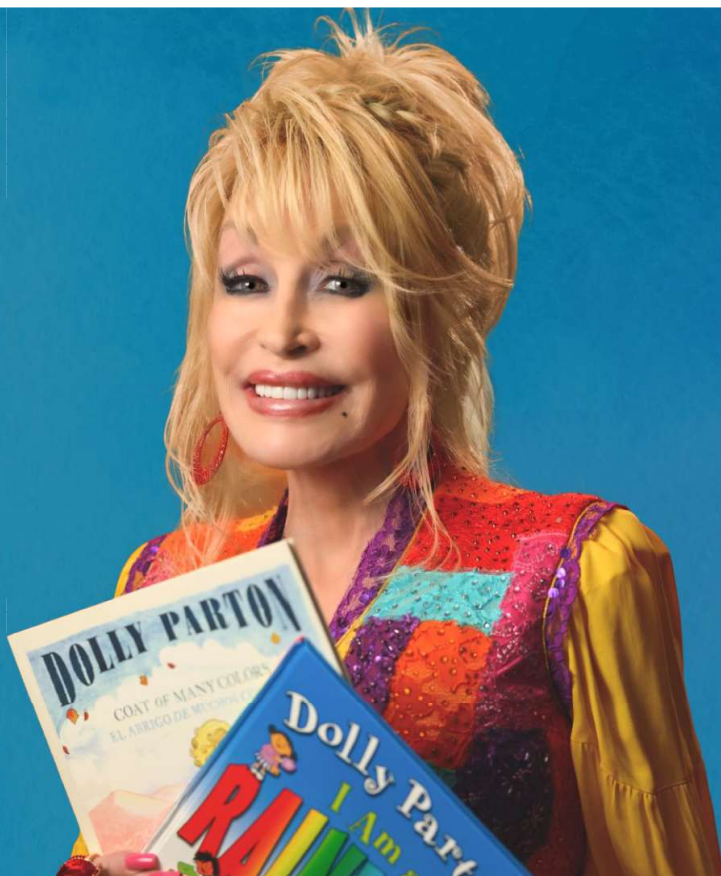
## 6. Host Rollout Event - Have Fun!

- ▶ Tell your local community about Dolly Parton's Imagination Library and start enrolling children!
- ▶ Send information to local media (Radio, newspapers, and television stations )
- ▶ Start a Facebook page, Twitter account etc.
- ▶ Schedule event to coincide with a festival or other event. Have a booth. Give away books!
- ▶ Invite local leaders
- ▶ Have a prominent local leader read a book from the Imagination Library

6

“You can never get  
enough books into  
the hands of enough  
children.”

*Dolly*



7

**That's it - It's that Easy!**

Visit [www.imaginationlibrary.com](http://www.imaginationlibrary.com)

  
**DOLLYWOOD**  
FOUNDATION

— HOME OF —



# Program Overview



Inspire a Love  
of Reading

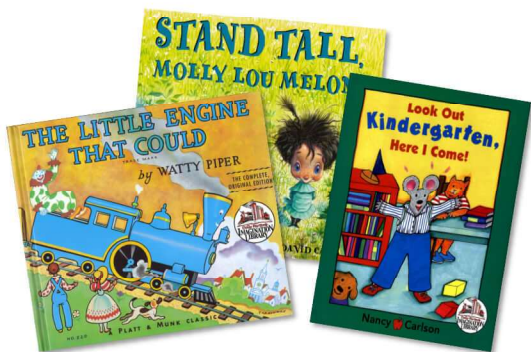


**Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library program, she wants to ensure all children have books at home, regardless of the environment in which they live.**

## Welcome to the Imagination Library

Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide a specially-selected, high-quality book each month to participating children from birth to age five. These books are personalized with each child's name and mailed directly to their home to create a gifting experience that makes books exciting and encourages families to spend time enjoying books together.

Best of all, Dolly Parton's Imagination Library is available to all children at no cost to the family.



"Before he passed away, my Daddy told me the Imagination Library was probably the most important thing I had ever done. I can't tell you how much that meant to me because I created the Imagination Library as a tribute to my Daddy. He was the smartest man I have ever known, but I know in my heart his inability to read probably kept him from fulfilling all of his dreams.

"Inspiring kids to love to read became my mission. In the beginning, my hope was simply to inspire the children in my home county, but here we are today with a worldwide program that gives a book a month to well over 1 million children.

"Of course, I have not done this alone. The real heroes of our story are the thousands of local organizations who have embraced my dream and made it their own. They raise millions of dollars each year and wake up every day with a passion to make sure their kids have every opportunity to succeed.

"It's been quite a journey, but we have so much more left to do. I would love for your community to join our family so please take the time to explore our website. Let's share this dream that all children should grow up in a home full of books.

"The first step is always the hardest, but you'll never know unless you try."

A handwritten signature of Dolly Parton in black ink.

**Dream More, Learn More, Care More, Be More**



# Dolly Parton's Imagination Library

Dolly Parton's Imagination Library is a book gifting program that mails free books to children from birth to age five in participating communities within the United States, United Kingdom, Canada, and Australia.



**Provide the gift of literacy for all children, birth to age five**



**Inspire children to love books and reading**



**Support parents and communities in fostering a child's success**

## Together, making a difference.

Since 1995, Dolly Parton's Imagination Library has delivered more than 90 million books to children in more than 2,000 local communities worldwide.

With the support of local funders, coordination by partners and encouragement from community leaders and organizations, parents and educators spread the love of reading and engage children in the most fundamental skill necessary to succeed in life.

### Invest In Early Literacy

1. Ninety percent of physical brain development occurs in the first three years of life, when a baby forms over 1 million new neural connections per second.
2. When a young child enters kindergarten ready for school, there is an 82% chance that the child will master basic skills by age 11, compared with a 45% chance for children who are not school-ready.
3. Later in life, at-risk children who do not receive high-quality early childhood experiences are 25% more likely to drop out of school, 40% more likely to become teen parents and 60% less likely to attend college.
4. Investment in high-quality early childhood programs for at-risk children from birth to age five delivers a 7–10% annual return on investment through improved education, health, social and economic outcomes, increased productivity and the reduced need for social spending.

The presence of books in the home supports the child's academic, social, and emotional development. Children develop a special bond with their parents and caregivers by reading together. The Imagination Library puts books into the hands and hearts of children across the world at no cost to the family.

**Challenge:** Children who are read to early in life are better prepared for school. Dolly Parton's Imagination Library has been shown to significantly increase the time parents and caregivers spend reading to their children each week.

## Key Stakeholders



**Policymakers and Funders** have significant influence in directing resources and catalyzing partnerships to adopt, scale, and take full advantage of opportunities with the Imagination Library.

**Parents and Caregivers** are a child's first teacher and set the course for developing their child's love of books and reading. Reading to their child from birth to age five improves their future reading ability and academic success.

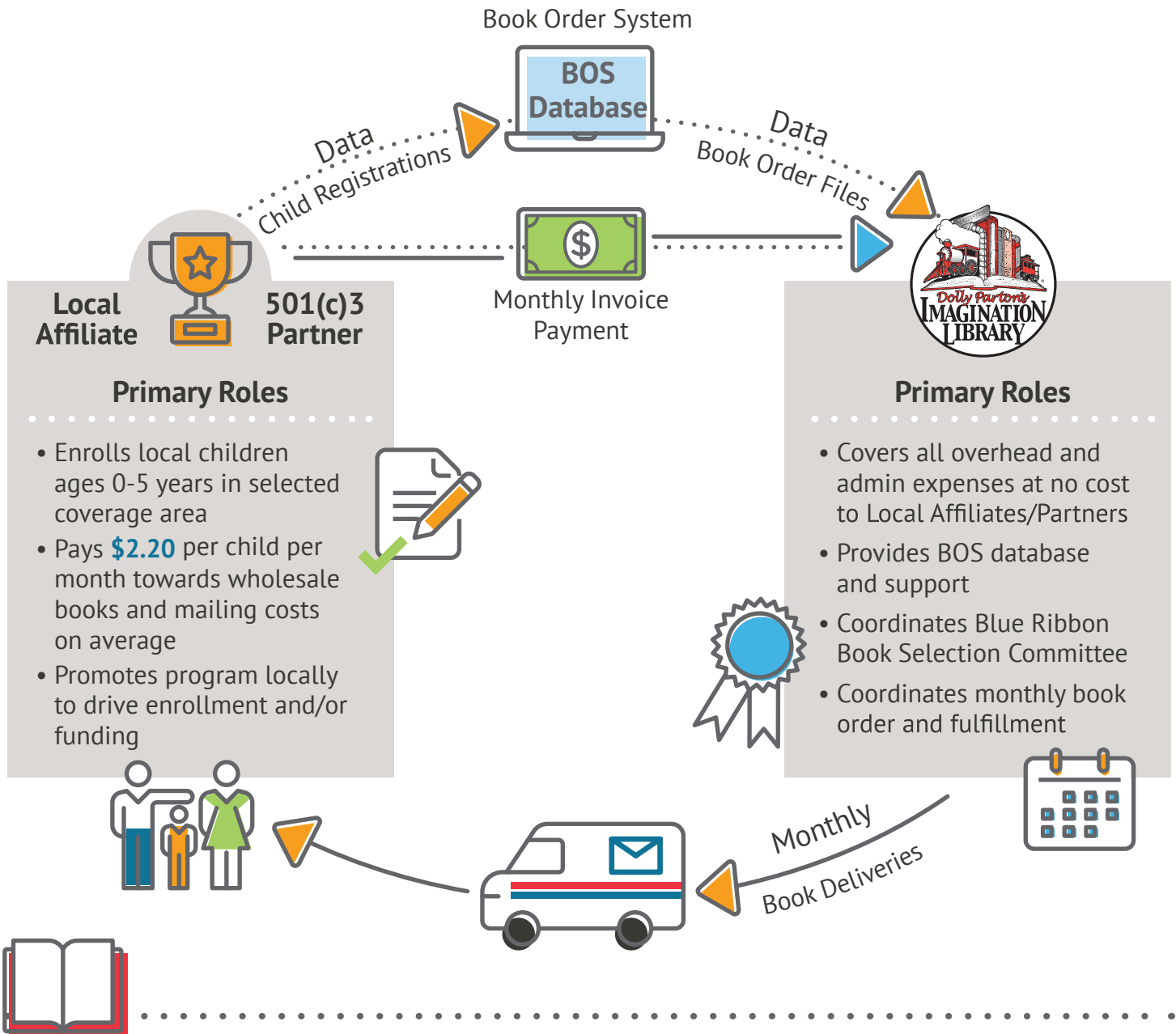
**Educators and Community Leaders** validate the impact and continued progress as young students develop reading skills. Reducing the literacy gap in the early years allows teachers a better start in developing lifelong learners.

**Affiliates and Community Partners** offer the connection point, driving local awareness, enrolling local children, and paying the wholesale cost of the books and mailing each month.



# How It Works

*In the United States*



- ▶ Local Affiliate may be a business, school district, solo, etc. Need 501(c)3 non-profit partner to get non-profit mailing rates
- ▶ Books arrive at child's home with name on the mailing label
- ▶ At no cost to the family, books are delivered monthly to children from birth to age 5 in a designated coverage area



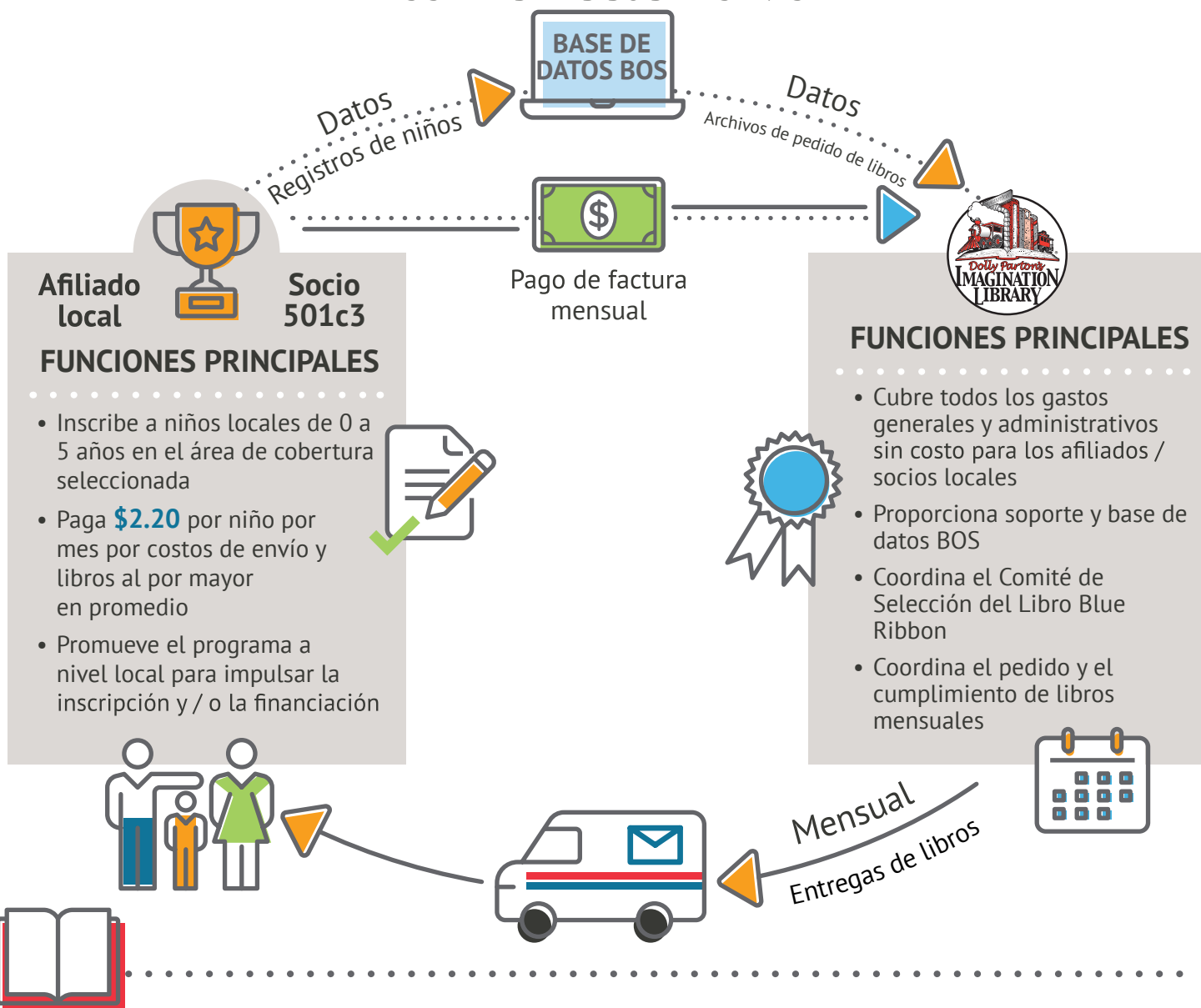


# Cómo funciona



En los Estados Unidos

## SISTEMA DE PEDIDO DE RESERVAS



- ▶ El campeón local puede ser un negocio, un distrito escolar, un solo, etc;
- ▶ Necesita un socio sin fines de lucro 501 (c) 3 para obtener tarifas de correo sin fines de lucro
- ▶ Los libros llegan a la casa del niño con el nombre en la etiqueta de envío.
- ▶ Sin costo para la familia, los libros se entregan mensualmente a los niños desde el nacimiento hasta los 5 años en un área de cobertura designada.



# Affiliates & Community Partners



Inspire a Love of Reading



**Supporting Dolly Parton's Imagination Library is a powerful way to make a lasting impact on the lives of the children and families in your community.**

Dolly Parton believes that if you can read, you can do anything, dream anything, and be anything. Through her Imagination Library program, she wants to ensure all children have books at home, regardless of the environment in which they grow up.

Dolly Parton's Imagination Library puts books into the hands and hearts of children across the world. We partner with local communities to provide a specially-selected, age-appropriate, high-quality book each month to registered children from birth to age five. These books are personalized with the child's name and mailed directly to the child's home to create a gifting experience that makes books exciting and shows the child someone is thinking of them.



*We know that sustainable community change requires the engagement of community members, and Imagination Library has been our vehicle to initiate this collaborative approach to ensure a life-long love of reading and learning for our community's youngest generation.*

*Virginia Carmody, Executive Director,  
Literacy Coalition of Onondaga County*



United Way of Wyoming Valley

Dolly Parton's Imagination Library is a dependable partner for local communities and provides a low-cost, turnkey program to help young children develop a love for books and reading.

Dolly Parton's Imagination Library makes it accessible for local communities to reach large numbers of children and families with books at a low cost per child per month through a flexible, highly scalable model.

# Engaging Affiliates & Community Partners

Improving early childhood literacy with Dolly Parton's Imagination Library creates opportunities for children to thrive so that they succeed in school and help their communities grow and prosper. Dolly Parton's Imagination Library makes it accessible for local communities to regularly communicate with large numbers of children and families, providing a high-quality and age-appropriate library of books at a low cost per child per month through a flexible, highly scalable model.



**Affordable, high quality and turnkey**



**Parents love it and read more with their child**



**Research confirms the impact on early literacy**

## Become an Imagination Library Partner

A community and its affiliate organization make the program accessible to all birth to age five children in their local area.

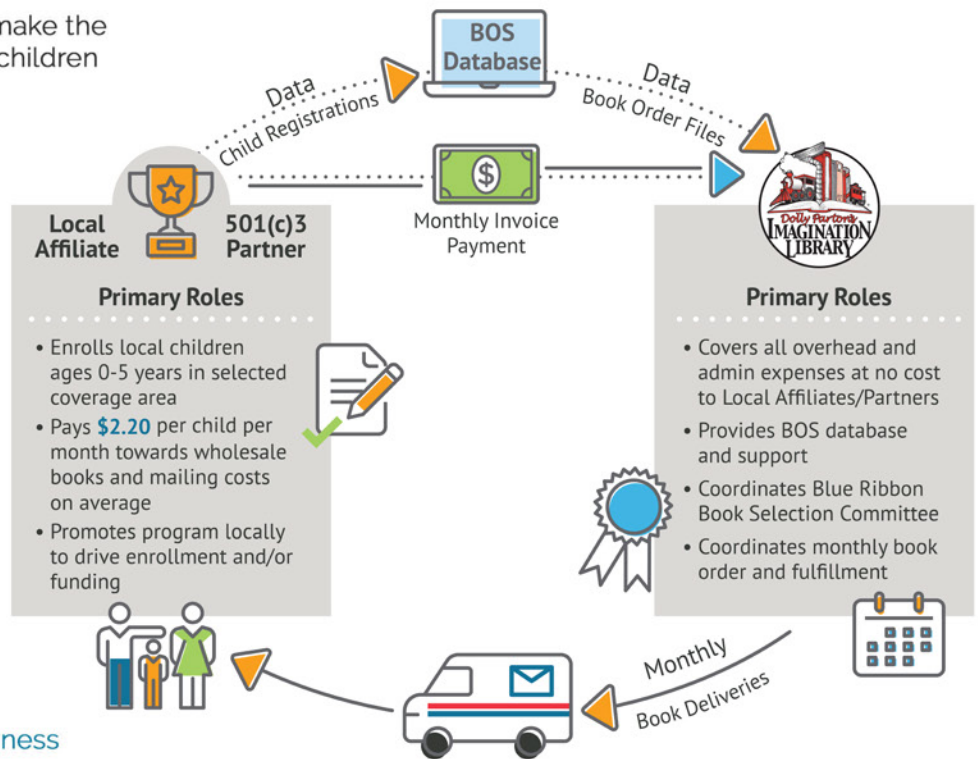
The Dollywood Foundation manages the system to deliver the books to the home. From the rigorous review of books by the selection committee to providing the Book Order System and overseeing the mailing of a book to each child every month from birth to age five, the Imagination Library supports the local community and affiliates every step of the process.

### Community Partners:

- ✓ Pay the wholesale cost of books and mailing for children in selected coverage
- ✓ Promote the Program and Build Awareness
- ✓ Register Children to Participate
- ✓ Enter Information into Book Order System

Over twenty years ago, Dolly Parton created the Imagination Library to inspire a love of reading in children of her home county in East Tennessee. In 2000, the program was expanded to serve any community with local partner support and, today, Dolly Parton's Imagination Library reaches more than 1 million children across the world with a new, age-appropriate book each month.

***"You can never get enough books into the hands of enough children."***



### Start a Local Community Imagination Library Program Today!

Contact us by visiting the website to reach your regional director, to complete the online Start-A-Program form and to learn more about how it works.

Dolly Parton's Imagination Library is active in all 50 states and other countries around the world.

**Let us help you get started in your community.**



# Memorandum

To: MOBAC Administrative Council

From: Ashlee Wright, Library and Community Activities Director (HML)

Subject: Proposal to re-imagine and restructure MOBAC committees to better align with and support the actual work that libraries are doing and the challenges they face.

Date: December 15, 2023

The Monterey Bay Area Cooperative Library System (MOBAC) is a multi-type library consortium of 18 full members (public, academic and special) and several networking members in Monterey, San Benito and Santa Cruz counties on the California Central Coast. MOBAC began in 1969 as a public library cooperative and by 1985 had grown to include academic and special libraries as equal members in the organization.

There are currently six (6) committees:

- Administrative Council
- Resource Sharing Committee
- Literacy Committee
- Reference Committee
- Technology Committee
- SPLAMBA

Each committee has its unique charge and the committees have been aligned along the same lines as the traditional divisions within libraries themselves. In addition to networking and resource sharing amongst members, committees also plan staff enrichment workshops and submit an annual report of activities to the Administrative Council.

Committees have long been struggling to recruit members from MOBAC libraries. Even before the pandemic our libraries were chronically short staffed. However, libraries have always faced staffing issues, compounded especially by the 2008 recession; I posit that the other cause of lack of participation is that the committees are out of date. They are organized along archaic divisions and don't reflect the types of work that libraries are doing and the challenges they face. And, importantly, committee work has at times been seen as busy work (rightfully so) by staff assigned to the committees, to the point where committees lack purpose and are reducing their number of meetings per year.

In addition, about 10 years ago, there was a push to have Library Directors as liaisons to each committee. This failed because the Library Directors would not prioritize attending these meetings. Having the committees actually aligned with work that Directors are actively engaged in or championing will increase the likelihood of committee success, engagement, and director attendance.

If the Library Directors that serve on the MOBAC Administrative Council are serious about not only encouraging staff (at all levels) to participate, but also prioritizing staff participation on the committees and supporting committee work I propose that we consider forming new committees that better support libraries in the work that they are doing and align with the California Library Services Board values (literacy, cooperation, diversity, service to the underserved, and access) which is a driver of programs and initiatives funded by the State.

For discussion and the purposes of this thought exercise, I would like to propose the following conceptual ideas for new committees:

- Diversity, Equity, & Inclusion
- Climate Change, Sustainability, and Emergency Response
- Harwood and Community Connections
- Literacy & Outreach
- Communications
- Social Services - mental health and well being (staff and patrons)

For some, the committees have been a valuable place to network and connect with other specialized professionals. This of course can and should continue, but I would propose that they just no longer be formal committees of MOBAC.

MOBAC last updated its strategic plan, including its goals and action plan, around 2012. I don't think it is necessary to stop and create a new one at this point in time (because who on the Administrative Council really wants to stop and work on a strategic plan at the moment?). However, I do think it is worth some time and effort to take a solid look at the work we have been doing, to think about how we could be collaborating better and more efficiently, and do some gentle restructuring and realignment of committees that will benefit all of our libraries and staff members in the long run.



# Memorandum

To: MOBAC Administrative Council

From: Ashlee Wright, Library and Community Activities Director (HML)  
On behalf of the Ad Hoc Emergency Planning Working Group

Subject: Consideration of a MOBAC consortium-wide subscription to dPlan, an online emergency planning tool for cultural institutions

Date: December 15, 2023

At its June meeting the Administrative Council formed a working group to study ways that MOBAC libraries could better collaborate on emergency response planning and training, composed of the directors from Monterey, Salinas, Carmel, Santa Cruz, and Monterey County Free Libraries.

This group has been meeting semi-regularly since June to determine trainings, workshops, and other initiatives to execute or bring forward to the Administrative Council for consideration. To date the following has been completed or in progress:

- Updates to the MOBAC website, specifically the listing of meeting room availability at each library in the event that staff from other libraries need an alternate workspace
- A two-part workshop on Disaster & Emergency Preparedness planning and plan development led by Carmel Public Library
- Exploring the possibility of jurisdiction-wide first aid, active shooter, and emergency call trainings to standardize emergency response across jurisdictions
- Continuing discussion on the complexity of building a mutual aid agreement between libraries for staffing in emergency situations

For the two-part workshop on Disaster & Emergency Preparedness planning and plan development, participants were provided with plan templates from Carmel Public Library and some supplies to get them started. This in turn got staff thinking about other tools that libraries could share to help make disaster planning easier and more sustainable into the future.

As the Carmel Public Library has refined its templates year over year, staff have realized that Microsoft Word may no longer be sufficient for future updates, as the templates have become more visual and less wordy. To this end, staff has been looking into dPlan, an online emergency preparedness and response tool for arts and cultural organizations, regardless of size, scope, or discipline. dPlan provides:

- An intuitive interface that is optimized for viewing on a mobile phone



- Guided planning for risk assessment and preparedness actions
- Information for response and recovery in disasters large and small
- Cloud storage of your critical files for disaster response and continuity of operations
- Expert resources for preparedness and response
- Printable versions of your disaster plan elements for when technology is down
- Three levels of read/write/edit permissions

In addition, there are five modules to help organizations stay organized and prepare for emergency response:

1. Risk Assessment
2. Action Items
3. Critical Stuff
4. Reports
5. Guides and Resources

Continuing the line of thinking of the Emergency Planning Working Group to standardize emergency planning and response between libraries, Carmel Public Library staff obtained a quote for all of the MOBAC libraries, including each individual branch, to have its own instance of dPlan. For example, for Carmel Public Library we could either have one subscription for both of our buildings or individual ones for the Harrison Library and Park Branch since each building is unique. Monterey Public would only ever need one, and Monterey County Free Libraries could have one subscription or multiple ones to cover all of the branches.

Subscriptions for individual library/library systems are \$59.40 annually. For bulk purchases - such as for a consortium - there is a 10% discount. The total for all of the MOBAC libraries - including individual branches/buildings - would be \$2,298.78 annually. dPlan can provide one lump sum for annual billing or provide each library with a special code so that they can receive the 10% discount - they would just need to know who is participating.

Options for discussion and consideration:

1. Libraries all agree they want to subscribe to dPlan and decide to pay individually with the special code and receive the discount
2. Explore whether a consortial subscription is something MOBAC could fund (at least to get started?)
3. Explore if PLP funds are available for an initiative like this and broaden the scope of participating libraries
4. Explore if State funds are available for a statewide initiative (and include museums and heritage societies?)
5. Find an alternative to dPlan
6. Table this for the time being

It seems logical that having as many libraries as possible using dPlan would streamline training, ensure that staff are all using the same or similar language, help to maintain continuity of updates, etc.

**To: MOBAC Administrative Council**  
**From: Justin Wasterlain**  
**Subject: Committee Program Funding Request**  
**Date: December 15, 2023**

In its annual report presented on September 15, 2023, MOBAC's SPLAMBA Committee requested \$1,000 for an upcoming workshop. The workshop will focus on the concept of "play" and include discussions about storytime tune-ups, big toys, incorporating play within our profession, and play through art to include process art. The workshop will be a half-day, in-person event with food and possibly a speaker and presentations from the group.

Also during the September 15, 2023 MOBAC Administrative Council meeting, the Literacy Committee requested \$500 for a training to happen this winter.

The annual reports where these requests were made was not an action item, so funding was not approved at that time.

### **Recommendation**

It is recommended the MOBAC Administrative Council approve \$1,500 in funding for Committee training to be used between January 1, 2024 and June 30, 2024.