

**BOARD OF EDUCATION**  
**Committee on External Affairs**  
**March 10, 2009**

Presentation by the Hawaii State Public Library System  
Library Development Services Section

Good afternoon, Committee Chair Knudsen and members of the Committee on External Affairs. Thank you for this opportunity to share a brief overview of the Hawaii State Public Library System's (HSPLS) Library Development Services Section (LDSS). Organizationally, LDSS is one of three centralized support sections within the Office of the State Librarian, and the office is located with other administrative offices on the second floor above the Salt Lake-Moanalua Public Library.

The staff of LDSS is comprised of:

- Section Manager
- Librarian IV for Outreach, Volunteer Services and Training
- Information Officer
- Illustrator/Photographer
- Library Technician V
- Library Assistant IV
- Offset Press Operator II
- Office Assistant III

Currently, the LDSS team continues to fulfill all of its function areas in the absence of its Outreach, Volunteer Services and Training Librarian IV, who is serving in a temporary assignment as the Deputy Director of the Public Libraries Branch.

The primary goal of Library Development Services is to provide high quality, professional support for our 51 libraries and administrative offices of HSPLS in these areas:

- Promotions and Marketing
- Publicity, Graphics and Printing
- Public Relations
- Programming
- Grantwriting
- Outreach, Volunteer Services, and Training

The hallmarks of LDSS are to provide responsive, high-touch, high quality products and customer-service to the HSPLS Administration and the field staff in these targeted function areas. We incorporate creativity, versatility, user-friendliness, visual appeal, cost-efficiency, and accuracy, packaged with Aloha, in all of LDSS's products and services. We consistently remind ourselves to stay

aligned with the HSPLS mission and are dedicated to uphold the high degree of integrity of HSPLS's services, programs, and staff.

The following is a brief overview of the function areas of LDSS and samples of our work:

### **Promotions and Marketing**

Creation of the HSPLS logo or brand; Support Your Libraries Advocacy Campaign; Year in Review presentation; Tax Check Off Box Campaign; Computer Calendar Strips; recruitment handouts; FAQs for SAM (introducing the Smart Access Manager Internet Scheduling Software); e-Ref and wireless public Internet access (wi-fi) brochures; and the Lets Do Something Special e-newsletter distributed to libraries to stimulate ideas for book displays and programs.

### **Publicity, Graphics and Printing**

Fact Sheets; Strategic Plan; program flyers and posters; booklists and bibliographies; in-branch signage and banners; holiday die-cuts for crafts and bulletin boards; bookmarks; and office forms including business cards, library card applications and public service hours.

### **Public Relations**

News Releases; Holo I Mua monthly newsletter; web postings on the HSPLS website ([librarieshawaii.org](http://librarieshawaii.org)). Supports branches with special events involving protocol—such as groundbreakings, grand openings, or extended closures. LDSS serves as HSPLS primary liaison between the media and staff. Staff also ghostwrites, provides scripts and outlines for events, and answers customer complaints and drafts for testimony when assigned.

### **Programming and Displays**

Signature Summer Reading Programs for Children, Teens, and now Adults; Fall programs for children and Teen Read Week performances; National Library Week programs; promotion of national initiatives such as Banned Book Week and Teen Tech Week; Honolulu Theatre for Youth preschool tours, author visits, Drug Free Hawaii displays, special requests such as the Emma Nakuina display.

Initiates and develops community partnerships; sustains partnerships with longtime corporate sponsors—McDonald's Restaurants of Hawaii, Hawaii Pizza Hut, Frito-Lay of Hawaii, University of Hawaii at Manoa's Outreach College (Statewide Cultural Extension Program); First Insurance Company of Hawaii.

Assists libraries in filling sign language interpreter requests.

Supports and sustains special partnerships, i.e. the Korean Library Foundation at McCully-Moiliili Public Library.

### **Grant writing**

Annually writes and administers \$100,000 statewide grants from Friends of the Library of Hawaii. Also, principle grant writer for HSPLS with the Bill and Melinda Gates Foundation preparing grant proposals for training, hardware, and in the future, broadband connectivity.

### **Training**

Writes training and travel grants to bring in special workshop speakers to enhance public services; coordinates with children's, young adult, and adult service librarians to present supplementary training for staff; and organizes special revenue-enhancing initiatives such as the passport application acceptance training at selected libraries.

### **Outreach**

Promotes HSPLS's services and programs at community events such as the Great Aloha Run Health and Fitness Fair and the Senior Expo; provides promotional materials and incentives to branches and staff for their community events; provides promotional materials for HSPLS staff to take and distribute at the National Book Festival in Washington D.C.; and provides coordinative support and promotional materials for young adult staff at statewide outreach events such as the Career and College fairs.

### **Volunteer Services**

Provides consultation to staff on the recruitment, management, and retention of volunteers in libraries; conducts an annual survey on volunteer services in HSPLS; and plans training and workshops to assist staff in the area of volunteer services.

To conclude, much of the Library Development Services Section's work takes place behind-the-scenes and consequently, LDSS measures its success when:

- The Board of Education, legislators, and other stakeholders are aware of notable HSPLS accomplishments as a result of presentations such as the Year in Review or the Service Award Powerpoints created by LDSS
- Marketing initiatives such as the Support Your Libraries Advocacy campaign created by LDSS provide beneficial results for HSPLS
- Flyers, signage, news releases, newsletter articles and web site postings keep our customers well informed
- Customer handouts and flyers created by LDSS make the introduction of new services or transitions in existing services smoother and easier for our patrons
- Grant writing efforts and grants management by LDSS lead to increased Internet access for the public, updated computer hardware, and improved staff training
- Effectively coordinated publicity and promotions campaigns lead to well attended performance programs in our libraries

- Promotional ideas, outreach materials, family programs, holiday decorations, and other items developed by LDSS lead to increased circulation of library materials
- Funds garnered through the tax check off box program increase annually due to promotions provided to tax preparers, tax payers and library staff by LDSS
- Responses to media inquiries are handled promptly and positively, with care given to accuracy and transparency in reporting back to the public
- Creation of digital library forms and templates result in greater staff efficiency
- Customer lives are enriched and the habit of reading and life-long learning is reinforced through the programs and products produced by LDSS.

Thank you for allowing me to share the wonderful work of the Library Development Services Section.