



Among Friends

A Publication of the Friends of the Chula Vista Library

Fall 2013

Envisioning the library of tomorrow

How do you envision the library of the future? Is our library already there? And, if not, what will it take to get it there?

Those were just a few of the questions a group of about 40 community representatives wrestled with this fall during a daylong strategic planning workshop focused on library programs and services. The session was led by nationally known librarian and futurist Joan Frye Williams and David Schnee of Group 4

Architecture and Planning, the firm that designed the Otay Ranch branch library.

Surprisingly, the discussion focused less on facilities and more on the library's role as the "nucleus" of the community, a place where people and resources can come together to meet their common needs.

"The library used to be the grocery store," Frye Williams said, where people pulled books off the shelves to take home. "Now, we're the kitchen," a friendly space where people gather to learn how to use their new "gadgets," to access community services and, of course, to read.

She and Schnee praised the Otay Ranch library for its "creative location"



Realtor Chris Lewis explains his focus group's vision for the library as a part of the daylong strategic planning workshop.

that builds on the mall's foot traffic and generates activity for nearby stores. They also noted that the Chula Vista library is already well on its way to becoming a hub for activities and partnerships with schools and community organizations.

"It speaks well of the library you have," Frye Williams said, "that everyone here is focused on their vision (for library services) and not on fixing things that are broken."

To refine that vision, attendees plowed through a half-dozen brainstorming activities focused on the themes of value, service, technology and partnerships. They compared the library to companies like Trader Joe's and Apple and to services like the fire

department to determine how it can stay relevant as community needs evolve.

"It's a real privilege to be here," said TAVA executive director Luanne Hulsizer as the day progressed.

"It says a lot about the library that they want our input," added Rachel Vigil-Garcia, associate director of the American Center for Learning.

That input included the message that the library must be "cool and fun and hip" to appeal to all ages and that it

must be virtually as well as physically accessible to keep up with new technology. Participants also emphasized that the library must have "sustainable funding" to hire the staff and buy the materials the community wants and needs.

"We know what we want and we know what the community deserves," library director Betty Waznis concluded at the end of the day. "Now we have to make wise use of our resources to fulfill our vision of what the library can be and do."

Library staff will integrate the day's recommendations into the existing facilities plan and develop a strategic plan to present to City Council after the first of the year.

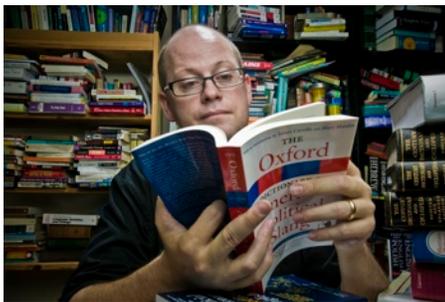
Word wiz to speak at annual meeting

Grant Barrett, co-host of the KPBS radio program "A Way With Words," will be the guest speaker for the Friends' annual meeting on Sunday, January 26.

The meeting will begin at 2 p.m. in the Civic Center auditorium and is open to the public.

Barrett, who is also a journalist and a dictionary editor specializing in new words and slang, will talk about the enduring value of books.

The business meeting will include an overview of the Friends' 2013 accomplishments and 2014 goals.



Grant Barrett

From the Director

Hello, Library Friends.

The library is undergoing an exciting strategic visioning process as we position the Chula Vista Public Library for success in the 21st century.



Betty Waznis

The project's goals are to:

- Confirm the library's role in the future of the community;
- Ensure long-term library vitality and sustainability;
- Position the library to take advantage of opportunities; and
- Create and sustain public support.

We were privileged to enjoy the support and participation of more than 40 key community partners in

an initial visioning workshop.

Recurring themes that arose were:

- Access – inside, outside and online, 24/7 for all demographics;
- Experience – physical and virtual "place";
- Personalization – tailored content suggestions;
- Brand – distinct, iconic, essential;
- Social – connecting people with each other;
- Welcoming – neutral place;
- Tiers of service – basic and enhanced; and
- Sustainability – partnerships.

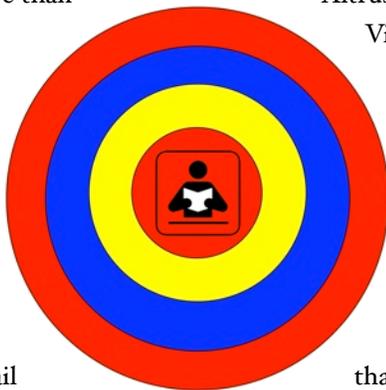
After a series of focus group sessions and further refinement and thought, we'll have a proposed strategic plan for City Council consideration that will guide the library into the 21st century.

– Betty Waznis, Director
Chula Vista Public Library

No books? We dodged that bullet!

The annual Friends Book Fund is off to a roaring start, thanks to the many "high caliber" donors who have already pitched in more than \$8,000 to ensure that the library will have more money to spend on books this year than the police department spends on ammunition.

With a theme of "Let's Get Back on Target," the direct-mail campaign emphasizes the importance of reading – and the fact that the city's allocation for library



books and materials has dropped by more than \$500,000 over the past few years. Key donors to date include

Altrusa International of Chula

Vista, the Southwest Chula Vista Civic Association

and the John and Dorothy Helm Fund of the San Diego

Foundation. More than 40 Friends have also contributed to the fund.

If your name isn't yet on that list, please mail your

check to P.O. Box 393, Chula Vista 91912 or donate through the Friends' website at www.thefcvl.org.

Let's aim for 100

To mark the Friends' 45th year of service, the executive board set an ambitious goal: to recruit 45 new members during 2013. With two months to go, the organization has already achieved that goal, logging 46 new Friends.

But you can never have too many Friends!

New members are still welcome and needed – and anyone who joins at the \$25 Sponsor level before the end of the year will receive a copy of the book *Chula Vista Centennial* as a thank you gift. Current members who renew at the \$100 Benefactor level or above will also earn a book.



Otay Ranch chapter takes shape

The Otay Ranch library now has a Friends chapter dedicated to supporting its programs and services. Board members elected in September include, from left: treasurer Judy Faas, president Mary Koppel, at-large member Pam Kesegi, vice president Joe Mazares and secretary Beth Coleman. Not pictured is at-large member Suzanne Catanzaro. The board will oversee fund-raising, advocacy and volunteer recruitment in support of the Otay Ranch branch, which opened in April 2012 near the food pavilion at Otay Ranch Town Center. The library recently extended its hours to six days a week and records more than 10,000 visitors each month.

Grant will boost civic engagement

The Chula Vista Public Library has received a \$14,737 grant from The Chula Vista Charitable Foundation to promote civic engagement among local residents.

Titled "Paths to Civic Engagement," the library's efforts will



include three distinct programs: a series of citizenship classes at the Civic Center and South Chula Vista branch libraries; the purchase of books on current affairs and civic issues; and a free panel discussion focusing on how residents can get informed about and engaged in their community. The Friends will organize and host that event in June 2014.

The free classes will help prospective citizens complete the citizenship application and prepare for the test and interview. The first eight-week series began in September, with

sessions held at the Civic Center library on Saturdays at 1 p.m. and at the South Chula Vista library on Wednesdays at 3.

The library was one of three recipients of the 2013-14 Foundation grants, with awards also

going to Salt Creek School and I Love a Clean San Diego.

An affiliate of the San Diego Foundation, the Chula Vista Charitable Foundation is committed to improving the quality of life in Chula Vista by meeting emerging needs through: encouraging and increasing responsible and effective philanthropy; building a Chula Vista community endowment that provides funds to Chula Vista causes and organizations; and providing a vehicle for legacy planning and gifts to benefit Chula Vista now and in the future.



Thanks for the memories

Frank and Joan Roseman greeted the friends, relatives and civic officials who turned out in July to pay tribute to their years of service to the Chula Vista community. Joan served as president of the Friends' Civic Center and executive boards, while Frank volunteered with the Heritage Museum and Living Coast Discovery Center. He continues to run online book sales for the Friends. The reception, which coincided with the couple's 68th wedding anniversary, was co-hosted by the library and Sprouts store owner Ron Cohn. See more photos at www.thefcvl.org/

Kudos

- To the members of Altrusa International of Chula Vista and the Southwest Chula Vista Civic Association for their generous support of the Friends' Book Fund.
- To the leadership development association at United Technologies Aerospace Systems for launching a book drive that netted about 40 boxes of used books for the Friends' bookstores.



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“The future of libraries is about transformation, not just information.”

– Futurist Joan Frye Williams



100 years of CV police history on exhibit

Past and present members of the Chula Vista Police Department were joined by city officials, Friends of the Chula Vista Library and about 50 other guests to mark the grand opening in September of the Chula Vista Police Historical Foundation’s exhibit at the Heritage Museum. The exhibit features photographs and artifacts – including a vintage motorcycle and signal lantern – from the department’s 100-year history. Foundation volunteers, who are among the newest members of the Friends, will staff the Museum through the run of the exhibit. The Museum, which is a branch of the library and partially funded by the Friends, is open from noon to 4 p.m. Monday and Wednesday and noon to 3 p.m. Saturday at 365 Third Avenue in downtown Chula Vista. Admission is free.



On hand to open the new exhibit were (from left): Mayor Cheryl Cox, past and present police chiefs Bill Winters and David Bejarano and past and present City Council members Patty Davis and Mary Salas.