



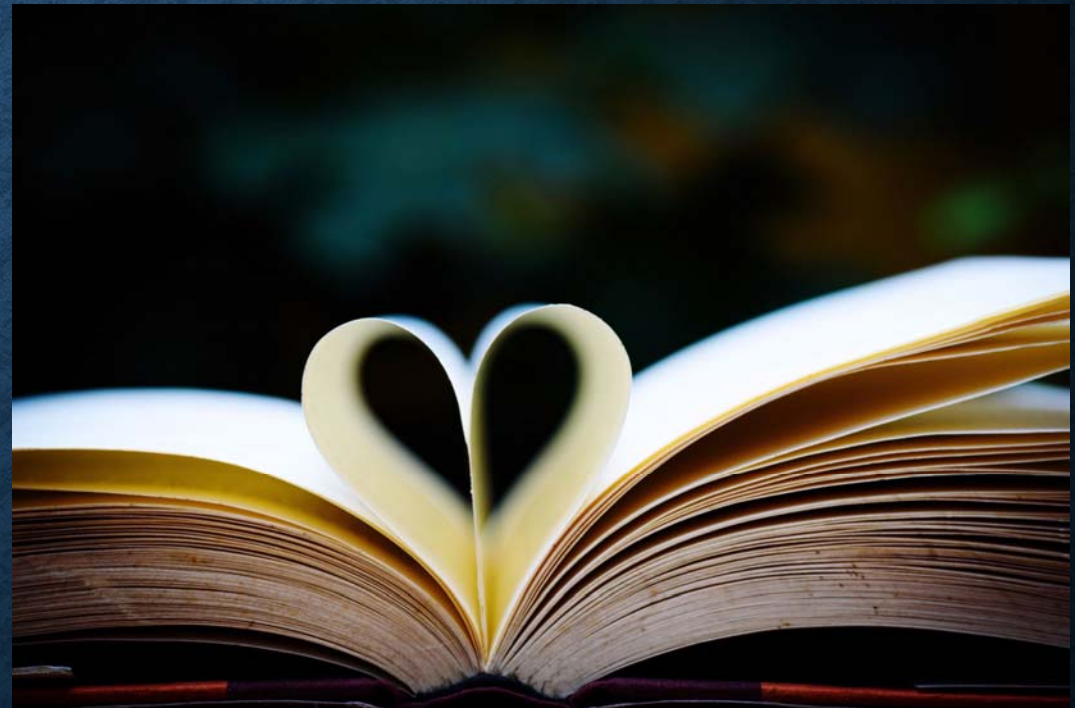
# FRIENDS OF THE HAYWARD LIBRARY REPORT

Monday, May 17<sup>th</sup>, 2021



# AGENDA

- I. About the Friends
- II. Campaign  
Accomplishments
- III. Fundraising
- IV. New Directions





# ABOUT THE FRIENDS



The purpose of the organization is to stimulate continuing community interest in the Hayward Public Library and to be supportive of the Library staff and activities.

The scope of the organization is to encourage gifts of books, magazines, desirable collections, endowments, bequests, and membership in the Friends of the Library, and to participate in fundraising activities.



# ABOUT THE FRIENDS - HISTORY



- Incorporated October 1<sup>st</sup>, 1983
- H. Banning Fenton, Incorporator
- Membership has grown to 482 since it was founded
  - Substantial growth in membership from 2019-2020
- Main source of income is from book sales

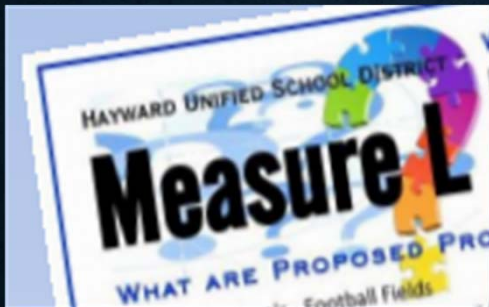


# CAMPAIGN ACCOMPLISHMENTS



➤ New Library Campaign (Measure C) Dream Team:

- Fierce campaigners called, walked precincts, sent letters, made robo-calls
- City Council Meetings
- Speaking events at various community group meetings
- Measure C won with 67% of the vote!



➤ Other successful campaigns the Friends helped with:

- Measure L
- Measure D



# FUNDRAISING

- Friends have raised over \$500,000 for equipment, books, media and special programs for the new library
- Funds have been raised primarily through book sales:
  - Outside Every Saturday
  - Bigger Than Usual Book Sale (2x Annually)
  - Oxford-English Dictionary Sale
  - Amazon Store
  - Marge Keller Shelf for Higher-Priced Books



# NEW LEAF BOOKSTORE



- Opened just before pandemic hit
- Sell books, CDs, DVDs, videos, etc.
- Maintain a “free book” area
- Library and Hayward merchandise sold via Spotify



# WHERE THE FUNDS GO

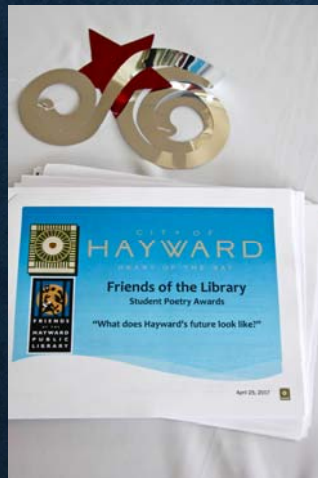
## Funds help pay for:



Hoopla, Kanopy, Overdrive, Etc.



Chromebooks and Specialized Equipment (e.g., Screen for Bookmobile)



Contests (Essay, Poetry, Library Card Redesign, Etc.) and Scholarships



Programs and Speakers (MLK Celebration, Book-to-Action, Dress for Success, Literacy Council Programming, etc.)



Book Giveaways



Celebrations (Opening Day, Donor Party, Etc.)



New Books and Media to Expand Library Collections (Children's, Teen, Adult, Chinese, Etc.)



New Large Meeting Room (Sponsored by Fremont Bank) and Children's Storytime Area (Sponsored by Hayward Rotary)



# NEW DIRECTIONS



Create a Presence on  
Social Media



HAYWARD UNIFIED  
SCHOOL DISTRICT  
*Building A Culture Of Success. All Means All*

More Outreach to Schools  
(700 books to Stonebrae  
and Bret Harte)



# ANY QUESTIONS?







HAYWARD PUBLIC LIBRARY

# Education Services Division





# Mission Statement

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The mission of Hayward Public Library (HPL) is to preserve and enhance the quality of life for the Hayward community through neighborhood-oriented services, community-based problem-solving, and information and resources that are relevant, accessible, and responsive to the community.

HPL's Education Services Division works closely with Hayward's community stakeholders to develop educational programming in response to Hayward's community needs and support City of Hayward's Council Priorities of by 1.) "Providing high-quality educational opportunities for all Hayward residents" and 2.) "Improving K-12 academic performance."



need to add Chabot College

# A Few of Our Community Partners







EDUCATION SERVICES

# K-12<sup>th</sup> GRADE SERVICES





# After-School Homework Support

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Through a unique partnership between the City of Hayward and HUSD, after-school drop-in Homework Support is offered at 7 school site locations and 2 Library locations, each day after-school for 2 hours

## Our Goal

To provide students with a safe and welcoming learning environment and to assist students in K-12<sup>th</sup> grades with all academic needs

## Our Impact

Hundreds of volunteer tutors, from local colleges, support thousands of Hayward youth each year on improving their core academics



# COVID-19 Program Modifications

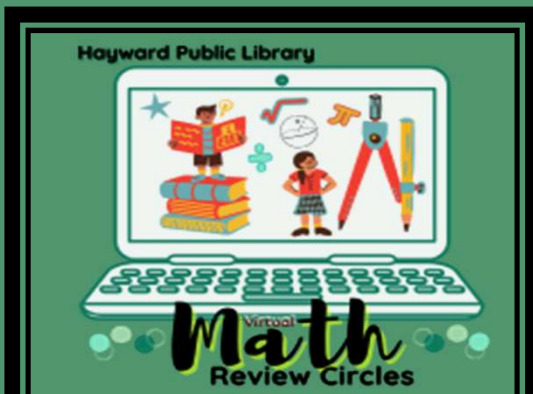
Due to the pandemic and shift to distance learning for K-12<sup>th</sup> grade and college students, staff worked with HUSD leadership to develop virtual reading and mathematics support programming for students

## What We Heard From HUSD

- ✓ Students have Zoom fatigue and need fun & interaction with other students
- ✓ Students in K-2<sup>nd</sup> grade classrooms need reading support & encouragement
- ✓ Students in 3<sup>rd</sup>-6<sup>th</sup> grade classrooms need basic mathematics support

## Our Goal

To reduce Zoom fatigue and encourage a life-long love of reading & offer math support to students



# Reading Support Services

## Virtual Reading Circles

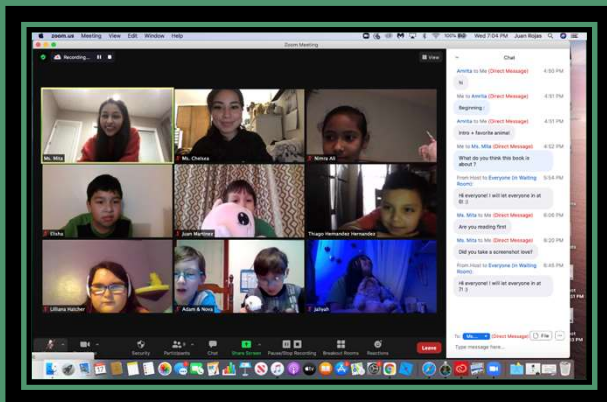
Work with local schools to enroll TK-2<sup>nd</sup> grade students in age-appropriate virtual reading circles, where students engage in an active storytime, 2 evenings a week, with a trained volunteer tutor:

- ✓ Mindfulness activities
- ✓ Engaging storytime: including lively storybooks & puppets
- ✓ Reading comprehension questions

**Goal:** To reduce Zoom fatigue & encourage a life-long love of reading & build in-home libraries

**Volunteers:** Complete 15 hours of training and practice before being assigned cohort of students:

- ✓ CSUEB & Chabot College student volunteers
- ✓ Stipend for participation in the program





# Mathematics Support Services

## Math Review Circles

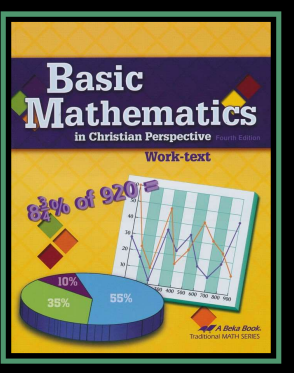
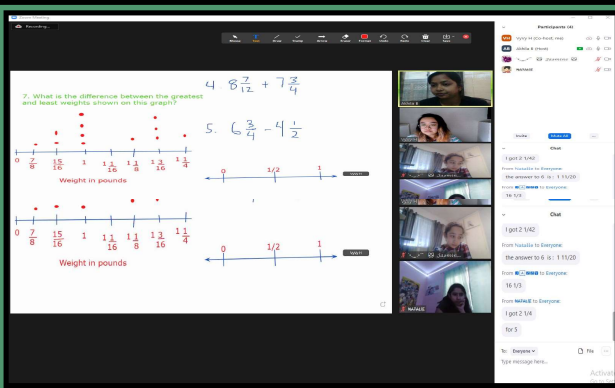
Work with local schools to enroll 3<sup>rd</sup>-6<sup>th</sup> grade students in virtual math review circles, where students review content from their classrooms and practice fundamental math skills, 2 evenings a week, with a trained volunteer tutor:

- ✓ Ice-breaker activity
- ✓ Engaging math tutorial based on student textbook/workbook content from previous week's classroom discussions at school
- ✓ Content practice & math supplies

**Goal:** To review math concepts from their classrooms & improve fundamental math skills needed for success

**Volunteers:** Complete 15 hours of training and practice before being assigned cohort of students:

- ✓ CSUEB & Chabot College STEM student volunteers
- ✓ Stipend for participation in the program





# Virtual Reading Circle Impact

## Stats

Locations of VRC Services: Lorin Eden, Southgate & Longwood Elementary Schools

- ✓ 149 students enrolled
- ✓ 805 attendances
- ✓ 48,300 minutes of reading exposure
- ✓ Performance survey results due in June 2021
- ✓ 22 trained tutors donated 1,572.5 hours

## Building In-Home Libraries

- ✓ 5,960 books distributed to students
  - Also including Ruus, Glassbrook & Tyrrell Elementary Schools
  - In alignment with HPL's Books to Action Program, book themes around race, equity, and inclusiveness
  - Schools distributed books via drive-thru pickup



# Math Review Circle Impact

## Stats

Locations of MRC Services: Lorin Eden, Southgate & Longwood Elementary Schools:

- ✓ 82 students enrolled
- ✓ 651 attendances
- ✓ 39,060 minutes of review of math concepts
- ✓ Performance survey results due in June 2021
- ✓ 16 trained tutors donated 937 hours

## Homework and Math Supply Distribution

- ✓ 3,024 school supply bags distributed to students
  - Also including Ruus, Glassbrook & Tyrrell Elementary Schools
  - Schools distributed books via drive-thru pickup





# Closing the Digital Divide

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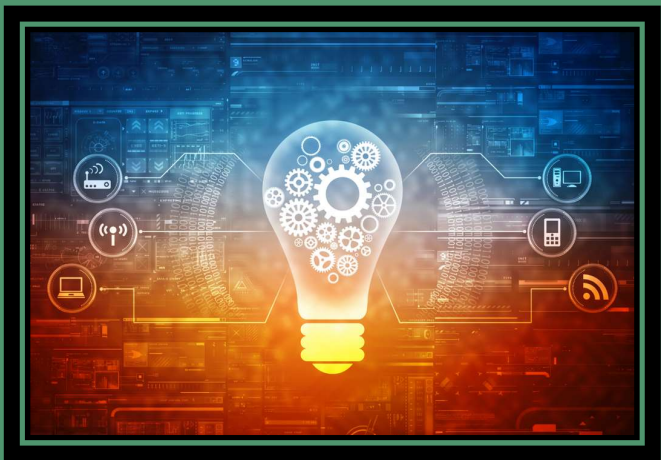
Homework Support Centers provide students and parents access to netbooks and Chromebooks, each day after-school

Students have access to:

- Internet
- Free printing
- IXL
- Typing programs
- Reading and spelling programs

Students and parents can check-out technology through the Tech Lending Program





## COVID 19 Program Modifications

Due to shelter-in place mandates and extended distance learning, HUSD students experienced a major digital divide. Ed Services leveraged federal, state, and local funds thru strategic partnerships to purchase Tech Lending devices for our most vulnerable student populations, in close collaboration with HUSD: hotspots, chromebooks & tablets

### Funds leveraged:

- ✓ Federal Hayward Promise Neighborhood: \$113,023
  - Chromebooks, tablets & hotspots
  - Additional contracts in place to cover data plans for continued use beyond this academic year
- ✓ CDBG: \$7,993.65
  - Tablets (for academic year 20-21)
  - Additional fund proposals in the works to cover data plans for the next academic year.
- ✓ AT&T: \$20,000
  - Friends of the Hayward Public Library leveraged funds to purchase chromebooks and tablets

Collaborated with Corporate Stop E-Waste to refurbish 120 desktop and laptops computers for low-income households

# Tech Lending Library for HUSD Families

Technology has been issued to students attending the following schools: Ruus, Tyrrell, Glassbrook, Longwood, Southgate, Lorin Eden, Cesar Chavez and M.L.K., Jr.

## BE CONNECTED



Use your library card to borrow equipment to access a world of resources online

## CHROMEBOOK



Compact and lightweight laptops to support distance learning

## TABLET



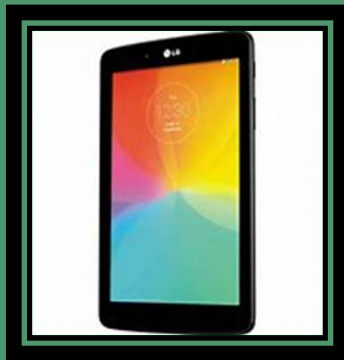
Touchscreen tablets for reading e-books, using apps and surfing the web

## HOTSPOT



Reliable and portable high-speed internet access for free





## Tech Lending Library Impact

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### Stats

- ✓ Total Devices Available for Lending: 684
  - HOTSPOTS: 304 devices
  - CHROMEBOOKS: 168 devices
  - TABLETS: 82 devices
  - REFURBISHED LAPTOPS AND DESKTOP COMPUTERS: 120 devices
  - AWE Learning Tablets: 10
- ✓ All devices are currently checked-out for a 1 year-period of time
- ✓ HUSD identifies the students in need of services and completes HPL's Tech Lending Library Forms
- ✓ HUSD distributes the devices to students/families thru drive-thru pick-up



FOR STUDENTS

# Access to E-Resources

Identified federal, state, and local funds to support students with online learning, and the purchase of additional licenses and learning program subscriptions, in alignment with HUSD curriculum



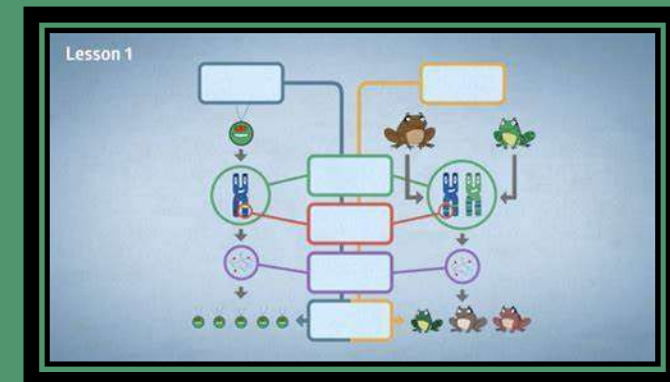
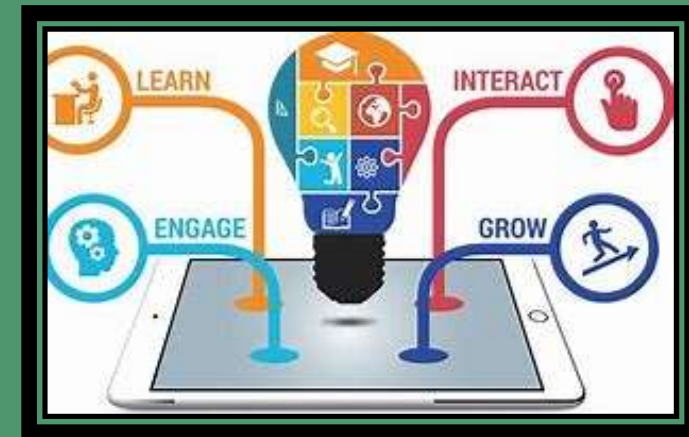
# Educational Software

Leveraged federal funding to purchase learning licenses for educational support software for low-income students attending CDBG school locations: Longwood, Southgate, Lorin Eden, and MLK, Jr.

✓ 1,276 low-income students received licenses to learning software:

- Google Read & Write
- IXL
- Seesaw
- Learning A-Z
- No Red Ink
- Nearpod

These are support programs that our HSC locations would have offered in person—we bridged the gap!



# Online access to our K-12 resources

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Study, research, and learn--all from home!

Access to websites that can assist with school reports and projects; quick review tutorials; Common Core-aligned quizzes; educational fun and games and more



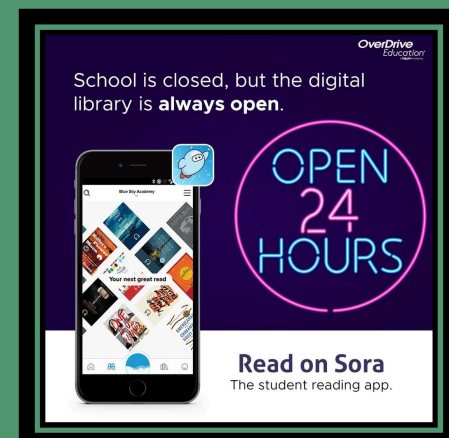
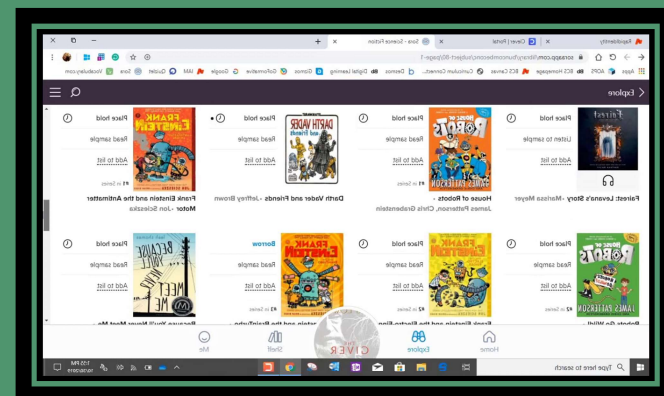
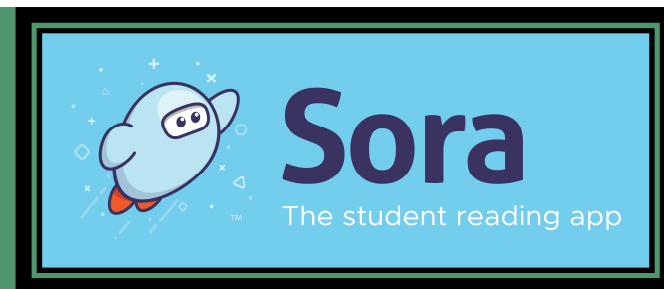


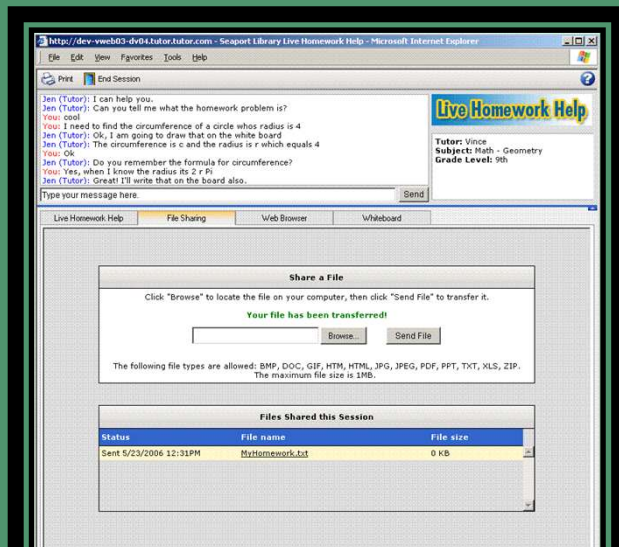
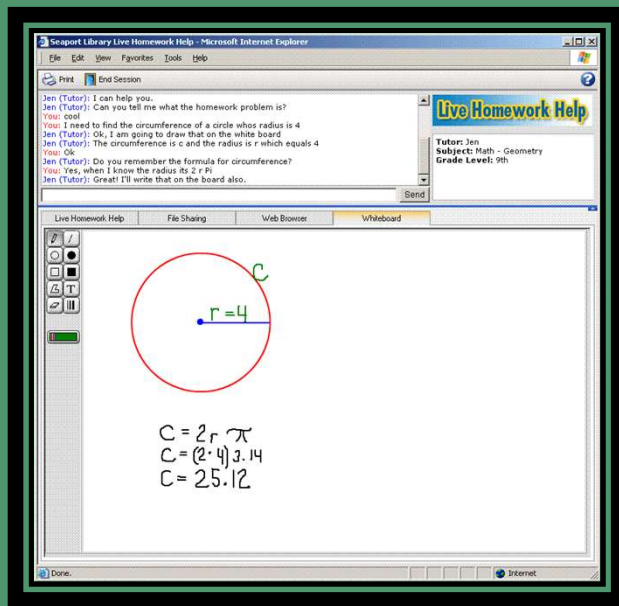
# SORA

HUSD students now have access to HPL's robust and diverse e-book collections with their school district login!

- ✓ SORA, the student reading app from OverDrive:
  - Directly supports HUSD remote learning challenges

HUSD Library Media Techs were trained on how to assist HUSD students with using their school ID cards to login to the system





# TUTOR.COM

## HELP FROM A REAL PERSON

Connect to a background-checked tutor in just a few easy steps any time of the day or night

## SUBJECT-BASED STUDY RECCOMENDATIONS

Choose your topic for suggested practice quizzes, study guides, flashcards and games

## ALL AGES, ALL SUBJECTS

Help with schoolwork from kindergarten through college (and beyond) using chat windows and a virtual whiteboard for clarity and understanding



# WORLD BOOK ONLINE

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## A TRUSTED SOURCE OF WORLD KNOWLEDGE

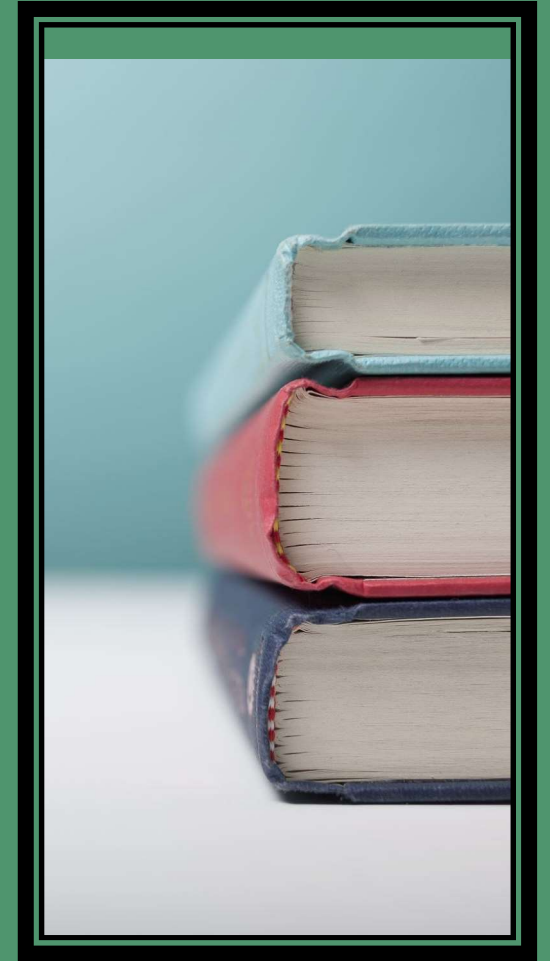
The digital encyclopedia entries are reliable sources of information for academics or general curiosity

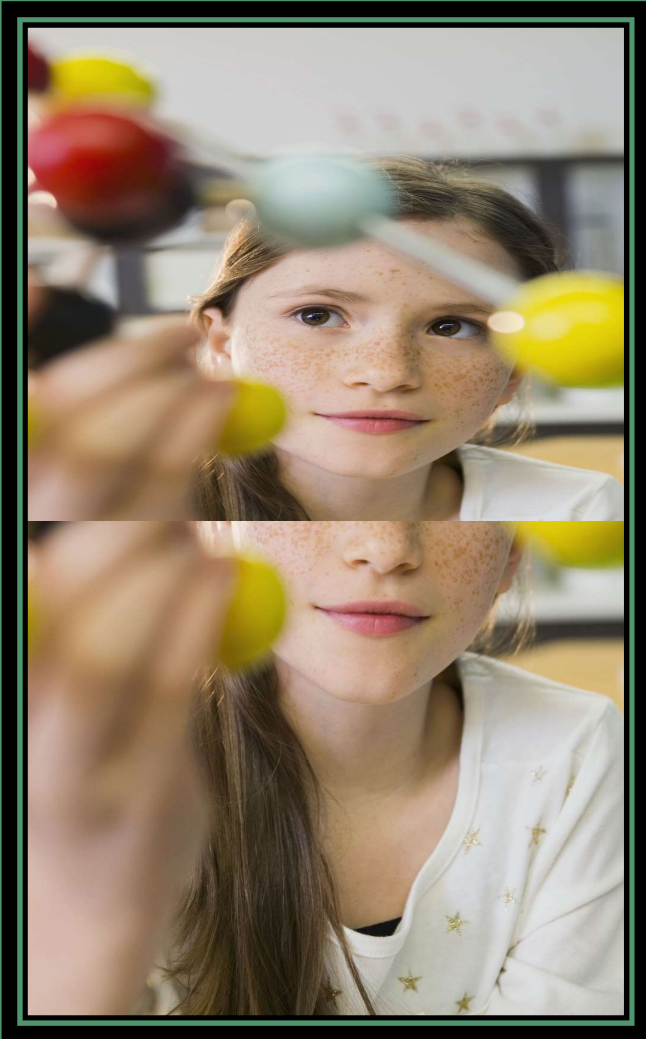
## CONTENT GEARED TOWARDS YOUNG LEARNERS

“Kids” section content is easy to read; and includes fun videos, games, activities and apps for young children

## RESEARCH SCHOOL PAPERS AND MORE

“Student” section content includes interactive articles with videos, maps, and timelines; and a citation builder for proper source credits for research reports





# EBSCO Learning Express

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## 4<sup>th</sup> GRADE THROUGH HIGH SCHOOL AND BEYOND

All educational materials are aligned with common core standards for each grade level; college-entrance test prep; career and computer skills and more for adults

## STUDY GUIDES AND PRACTICE TESTS

Practice tests in many subject areas offer explanations of both right and wrong answers for deeper understanding

## SUBJECT REVIEW FOR STUDENTS AND PARENTS

In-depth tutorials coach middle and high school students, while e-book reviews show parents how the resources relate to the common core standards on each subject





# Summer Learning Camps

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3-day camps that focus on Common Core subjects

Lesson plans cover math, science, reading, writing, history and computer skills

Interactive lesson plans and activities

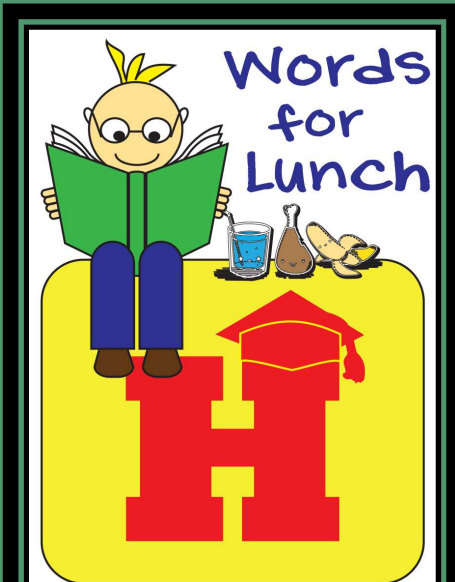
Program Assistants introduce topics using interactive presentations and reinforce learning through hands-on activities, group projects, and interactive games

Virtual Summer Learning Camps in 2020

On-demand lesson plans and craft videos are available online and families can pick-up craft kits that include activity materials

- ✓ 455 student registered (within 6 hours)
- ✓ 300 craft kits distributed





# Words for Lunch

## Goal

To continue to promote literacy among families over Summer Break

Participating students and families receive a free, nutritionally-balanced lunch, an engaging, 1-hour reading experience with trained read-aloud volunteer, a free book to take home, and children participate in the Hayward Library's Summer Reading Challenge

## Community Partnership

A collaboration between Hayward Public Library, HUSD, Let's Do Lunch and Breakfast Too! and Hayward Promise Neighborhoods



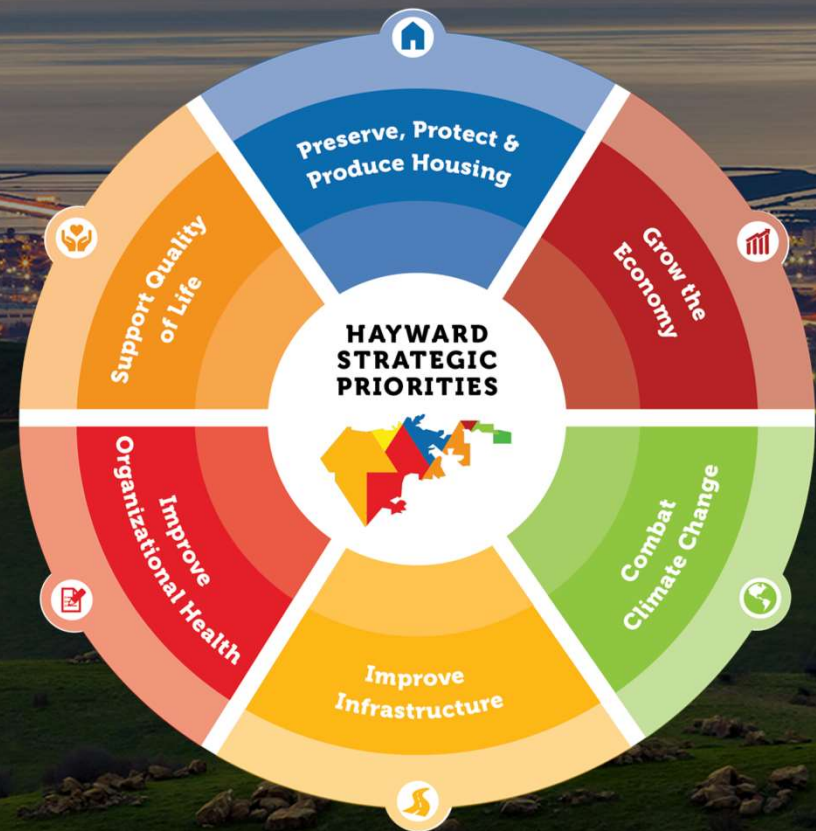
For more information, please  
contact:  
**Education Services Manager**  
[Lindsey.Vien@Hayward-ca.gov](mailto:Lindsey.Vien@Hayward-ca.gov)



# Strategic Roadmap Update



Library Commission  
Council Member Marquez





# Timeline

**January 2020** – Council adopted the three-year Strategic Roadmap (FY21-23)

**Pandemic, economic downturn, and other 2020 events**


**Fall 2020** – Staff working groups created proposals to revise timelines and add projects


**February 2021** – Council Retreat and dot voting


**June 2021** – Council adoption of updated Roadmap

# Format

## Preserve, Protect & Produce Housing

 City Manager

 Housing

 Development Services

#	<div>* = needs funding</div> <div>** = statutory requirement</div> Projects	Lead Dept	Support	Y1	Y2	Y3	Y3+
<b>1</b>	<b>Sustain the Navigation Center to house and support the homeless</b>						
1a.	Identify sustainable funding source for the Navigation Center*	CSD	FIN				
1b.	Oversee operations of the Navigation Center (i.e. funding administration, contract management, data collection, and performance monitoring)	CSD					
<b>2</b>	<b>Create a Homelessness Reduction Strategic Plan</b>						
2a.	Create a Homelessness Reduction Strategic Plan modeled on an empowerment approach and best practices, as well as after Alameda County's EveryOne Home Plan	CSD	H, PL, PD, M				
2b.	Implement the Homelessness Reduction Strategic Plan	CSD					
<b>3</b>	<b>Provide winter temporary shelters</b>						
3a.	Partner with Alameda County to transition from Winter Warming Shelters to Winter Shelters (open nightly, regardless of temperature)	CSD	DSD, HSD, PL				
3b.	Continue partnership with Alameda County to implement winter shelters*	CSD					
<b>4</b>	<b>Implement housing incentives and production work plan in accordance to state housing limits</b>						
4a.	Explore moderate-income financing model	H					
4b.	Amend Density Bonus Ordinance**	DSD					
4c.	Update Accessory Dwelling Unit (ADU) Ordinance**	DSD					
4d.	Develop an Overlay Zoning District to allow RS zoned properties (single family residential) to develop into a variety of housing types at densities permitted under the applicable General Plan designation	DSD					
4e.	Explore program to convert tax-defaulted properties to affordable housing	H					
4f.	Create marketing materials for incentivizing housing production	H					

	City Manager	Housing	Development Services					
#	** = needs funding	Projects *** = statutory requirement	Lead Dept	Support	Y1	Y2	Y3	Y3+
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4e.		Explore program to convert tax-defaulted properties to affordable housing	H					
4f.		Create marketing materials for incentivizing housing production	H					
4g.		Expand emergency shelter sites in Hayward	H					

The Roadmap starts with a shared Hayward vision for 2024

From that vision, we identified six core priorities

To accomplish each priority, we developed key projects, named responsible departments, and created a timeline.





## Vision 2024

By 2024, Hayward is growing in population and stature. Existing residents are proud to call Hayward home, and it is becoming a community of choice for new families and employers.

Hayward attracts new, higher-paying jobs, allowing existing and new residents to live and work in the same community. Because demand is high, blighted properties are re-developed and occupied. Hayward's attractive downtown and neighborhood business corridors draw people from across the region, featuring unique and locally-owned restaurants, music and art, outdoor dining, and inviting public spaces.

Diverse families live in healthy, 'complete communities' with stable housing, safe streets, excellent schools, and inclusive neighborhoods. Hayward has started construction of thousands of new housing units at all income levels...

## Housing

- Create a Homeless Reduction Strategic Plan
- Implement housing incentives
- Expand the Affordance Housing Trust Funds



## Economy

- Update and implement a marketing plan
- Strengthen workforce development pipelines
- Implement the Vacant Building Property Ordinance



## Climate

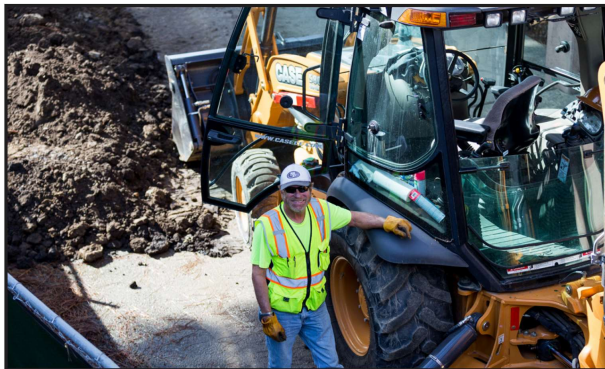
- Reduce dependency of fossil fuels
- Transition citywide electricity use to 100% carbon-free
- Plant 1,000 trees annually





## Infrastructure

- Increase transit options and ridership
- Upgrade water system infrastructure
- Improve broadband network



## Org Health

- Maintain and expand fiscal stability
- Develop and implement a racial equity action plan
- Modernize technology and systems



## Quality of Life

- Implement Hayward Police Department Community Advisory Panel
- Oversee the rebuilding of the South Hayward Youth and Family Center
- Update comprehensive emergency services plan





## Department Head Equity Analysis Projects

- HARD Master Lease Agreement Renewal (City Manager's Office - Administration)
- Equitable Resource Allocation (Finance)
- Book Mobile Project (Library)
- Boards & Commissions Outreach and Recruitment (City Clerk)
- Equitable Capital Improvements Approach (Public Works)
- Microenterprise Grant Assistance Program (City Manager's Office – Economic Development)
- General Plan Housing Element Update Community Outreach Framework (Development Services)
- Data Infrastructure/Accountability for Police Stops (Police)
- Bar Association Panel Presentation (City Attorney's Office)
- Racial Equity Listening & Normalization Work in the Fire Department (Fire)
- Illegal Dumping/Bulk Waste Disposal (Maintenance Services)
- Provide GIS, mapping and other technological support to departments in accessing and depicting data for DEI project (Technology Services)
- Internal Communications Improvements (City Manager's Office – Community and Media Relations)

# Next Steps



The revised Strategic Roadmap will be adopted by Council and included in the FY21/22 budget

The next Roadmap progress report will occur in early 2022 as part of mid-year budget process

Staff is creating an online dashboard over the next three months for community members to track project progress

# Questions

