



City of Arts & Innovation

Board of Library Trustees

TO: BOARD OF LIBRARY TRUSTEES **DATE: MAY 13, 2024**
FROM: RIVERSIDE PUBLIC LIBRARY
SUBJECT: ANNUAL SERVING WITH A PURPOSE CONFERENCE

ISSUE:

Receive and file a report on the annual Serving with a Purpose Conference on May 22, 2024, at the Ontario Convention Center, Ontario, CA.

RECOMMENDATION:

That the Board of Library Trustees receive and file this report on the annual Serving with a Purpose Conference on May 22, 2024, at the Ontario Convention Center, Ontario, CA.

BACKGROUND:

On May 22, 2013, Serving with a Purpose held its first conference which was designed exclusively for library advocates and board members and the staff that support them. Serving with a Purpose mission is to provide relevant training, resources and inspiration to the board members of Friends of the Library, Foundations and Library Trustees and Commissioners while having fun too.

DISCUSSION:

The annual Serving with a Purpose Conference will be held on May 22, 2024, from 8:30 a.m. to 4:00 p.m. at the Ontario Convention Center. The 2024 theme is Fundraising and Advocacy: Our Call to Action.

Historically, representatives from Library staff, the Board of Library Trustees, Library Foundation and Friends of the Library have attended this event, which provides programs, and a forum for discussion on issues directly related to supporting public library services. The conference includes continental breakfast, a sit-down catered lunch and conference materials.

The keynote speaker at this year's conference is Charity Tyler. Originally from Oklahoma City, Charity made Cedar Rapids, Iowa her home after graduating from Coe College. Charity has more than 20 years of experience in nonprofit and community leadership and has helped raise millions of dollars for organizations in her community. She has been Executive Director for the

Cedar Rapids Public Library Foundation since 2015. In this role, Charity led the transition from capital campaign to annual giving, advocacy and planned giving. Prior to joining the Library Foundation, Charity was the Director of National Development for the National Czech & Slovak Museum & Library.

Charity is the Immediate Past President and Financial Officer for United for Libraries, the division of the American Library Association (ALA) that supports Trustees, Foundations and Friends of Libraries.

The advocacy speaker at the conference is Paul Signorelli. Paul, a San Francisco-based writer/trainer-facilitator/presenter/consultant, serves as Library Advocacy Training Project Manager for the California Library Association. As author of "Change the World Using Social Media" (Rowman & Littlefield, 2021), he captured the stories of advocates working in libraries and a variety of other settings, and he continues to work with individuals and organizations to help them hone their collaboration skills to create productive coalitions to produce positive results. He recently led a one-hour "Advocacy Basics" session at the American Library Association's LibLearnX conference in Baltimore and is scheduled, over the next few months, to facilitate a variety of other similar workshops on advocacy, community, and collaboration for onsite and online conferences.

Also attending the conference is Author Georgeanne Irvine. San Diego native Georgeanne "George" Irvine has devoted her career to raising awareness about animals and wildlife conservation. She is the director of publishing for San Diego Zoo Wildlife Alliance, where she has worked for 46 years, as well as the author of nearly 30 children's books about wildlife. Her award-winning Hope & Inspiration collection features true stories about individual animals from the San Diego Zoo and San Diego Zoo Safari Park that have overcome challenges in their lives. These hardcover books are illustrated with photographs and include wildlife facts and conservation information. Her newest books, Teaching Tornero: The True Story of a Sloth Superstar and Amazing Omeo: A Baby Koala's True Story of Survival debuted in 2023.

Prior to publishing, George served in many capacities during her tenure with the Zoo--she worked in public relations and marketing as well as philanthropy. Her duties ranged from being a media spokesperson to escorting celebrities around the Zoo and animals to television shows (such as Johnny Carson's "Tonight" show) to creating collateral that helped the Zoo raise millions of dollars each year for conservation and new habitats.

There will be popular breakout sessions and much more.

Conference registration sold out. Trustees Corales, Smith, and Steinbrick will be attending this year's conference with Assistant Library Director Jessica Herdina, SSgt. Salvador J. Lara Casa Blanca Library Supervisor Melina Velazquez and Volunteer Coordinator Melissa Mutrux.

STRATEGIC PLAN ALIGNMENT:

This item contributes to Strategic Priority No. 5 *High Performing Government* and Goal 5.3 - Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making.

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – The informational report on Serving with a Purpose ensures that the Board is transparent and makes decisions based on sound policy, inclusive community engagement, involvement of City Boards and Commissions, and timely and reliable information.
2. **Equity** – This item supports equity in the community through engagement of the public and inviting Trustees, Foundations, staff and anyone interested in participating in the conference.
3. **Fiscal Responsibility** – The informational report on Serving with a Purpose ensures that the public is informed about how the City of Riverside is a prudent steward of public funds and ensures responsible management of the City's financial resources while providing quality public services.
4. **Innovation** – The informational report on Serving with a Purpose conference explores what the best practices, the behind-the scenes moves and how to's of sustaining enthusiasm and on point work.
5. **Sustainability & Resiliency** – The informational report on Serving with a Purpose assist in exploring building and leading for libraries to last another 100 years.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

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