

Publication of the agenda and the approximate times are a guide to, and not a limitation on, the activities of Trustees.

**Central Library, 210 Central Avenue, Bellingham, Washington  
Lecture Room – 3:30 p.m.**

<b><u>AGENDA</u></b>	<b><u>TIME (approx.)</u></b>
<b>1. Call to order and introductions</b>	2 min
<b>2. Approve/modify agenda</b>	1 min
<b>3. Public comment</b> This time is set aside for members of the public to make comments or ask questions. We ask that remarks be limited to three minutes.	3 min
<b>4. Consent agenda</b> All matters listed on the consent agenda are considered routine and may be approved in a single motion. A trustee may ask that an item be removed from the consent agenda and considered separately. <ul style="list-style-type: none"><li>• <b>Communications and FYI</b></li><li>• <b>Minutes</b> July 16, 2019: Regular board meeting &amp; Special board meeting</li><li>• <b>Library performance &amp; activity measures</b> July 2019</li><li>• <b>Financial reports</b> Claims: July 2019 YTD report: July 2019</li></ul>	4 min
<b>5. Reports</b> <ul style="list-style-type: none"><li>• Board Chair</li><li>• Library Board members</li><li>• City Council liaison</li><li>• Friends of Bellingham Public Library</li><li>• Library Director</li></ul>	10 min
	<b>Time check: 3:50</b>
<b>6. American Library Association (ALA) Conference report</b> <ul style="list-style-type: none"><li>• Suzanne Carlson-Prandini, Public Services Librarian</li></ul>	10 min
<b>7. Publisher changes in digital purchasing models (see packet materials)</b> <ul style="list-style-type: none"><li>• Rebecca Judd, Director</li></ul>	10 min
<b>8. Facilities Committee report (see packet materials)</b> <ul style="list-style-type: none"><li>• Rick Osen, Board Chair</li></ul>	10 min
	<b>Time check: 4:20</b>

- |  |                         |
|--|-------------------------|
| <b>9. Strategic Planning update</b>  | 15 min                  |
| • Janice Keller, Communications, Community Relations & Programming Manager |                         |
| <b>10. Budget updates</b>  | 5 min                   |
| • Rebecca Judd, Director   |                         |
| <b>11. New business</b>  | 5 min                   |
| <b>12. Action items for next meeting</b>                                   | 2 min                   |
|  | <b>Time check: 4:47</b> |
| <b>13. Executive Session</b>   | 30 min                  |
| • Annual Performance Review of the Library Director                        |                         |
|  | <b>Time check: 5:17</b> |
| <b>14. Adjourn</b>   |                         |

**Next Regular Library Board Meeting: Tuesday, September 17, 2019 – 3:30 p.m.  
 Location: Lecture Room, Central Library, 210 Central Avenue  
 Bellingham, Washington**

The library meeting rooms are ADA accessible; however, if you require a sign interpreter or other hearing accommodation, please allow the library 48 hours notice. Order of agenda items may be adjusted.

Board Agenda  
August 20, 2019  
Consent agenda - FYI

## What could happen if Seattle eliminates library overdue fines? Snohomish County did it decades ago

July 21, 2019 at 6:00 am



*1 of 4 | Nate Cushman, a longtime librarian at Sno-Isle Libraries' Snohomish branch, helps Amelia Steffen, 8, and her mom, Jamie Steffen,... (Mike Siegel / The Seattle Times) [More](#)*



By [Daniel Beekman](#) *Seattle Times* staff reporter

In 25 years as a librarian, Nate Cushman has never charged an overdue fine.

It's not because Cushman is a nice guy (though he is). It's not because his patrons always return their books on time (they don't). It's because he's spent his entire career at Sno-Isle Libraries, which did away with late fines decades ago. The system that serves rural Snohomish and Island counties was apparently ahead of the curve, because eliminating such charges is now a trend in large cities, based on the idea that fines can stop people from using libraries — particularly poor people.

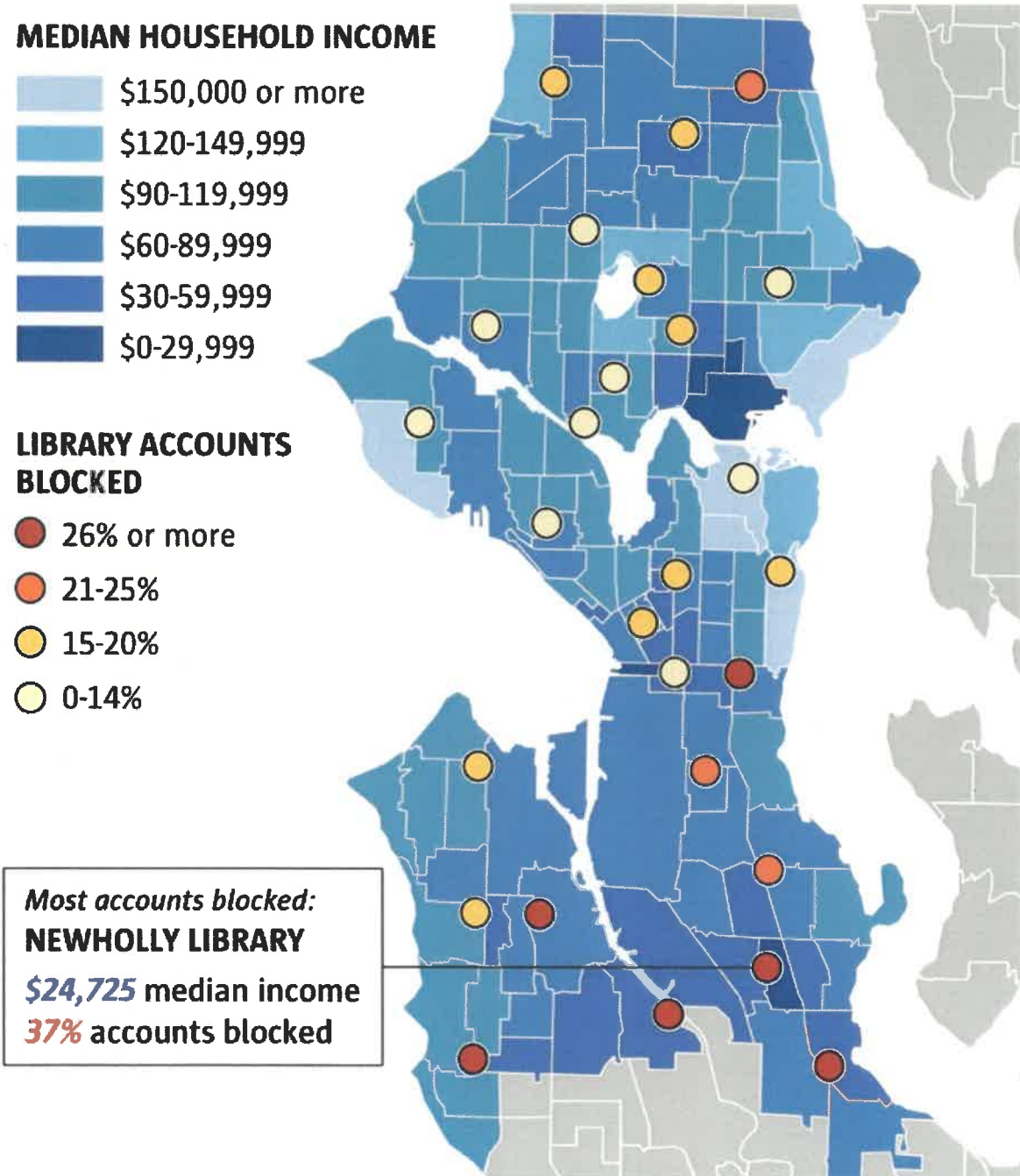
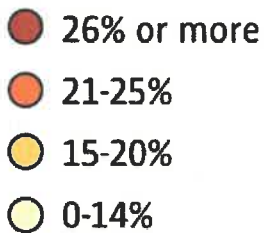
# Where more library accounts are blocked

Library branches in less-affluent Seattle neighborhoods have higher percentages of accounts blocked due to money owed in late fines and replacement fees.

## MEDIAN HOUSEHOLD INCOME



## LIBRARY ACCOUNTS BLOCKED



**Most accounts blocked:**  
**NEWHOLLY LIBRARY**  
\$24,725 median income  
37% accounts blocked

Library systems in Washington, D.C., Salt Lake City, Baltimore and other cities have taken the step recently and the Seattle Public Library (SPL) could do the same soon, using money from a property-tax levy on the Aug. 6 ballot. Even in prosperous Seattle, 20% of accounts are blocked due to debts.

“For some people, a \$5 fine isn’t a big deal. For other people, that can be a huge issue,” Cushman said.

Proposed by Mayor Jenny Durkan and advanced by the City Council, Seattle’s new seven-year, \$219 million levy would replace an existing seven-year \$123 million levy set to expire at the end of 2019. It would allow SPL to maintain and add hours and services and to renovate branches at a cost of \$7 per month for the owner of a home of median value.

Though only \$8 million would be used to replace revenue from fines, it’s the plan to scrap the overdue charges that’s sparked some public debate.

“There’s this lack of responsibility,” said Ballard voter Erika Engelhardt, who wrote to Durkan and the council objecting to the change. “I don’t want to pick up the tab because you can’t return your book.”

Late charges are bringing in less revenue than before, the levy’s proponents point out, because fine-free electronic materials are becoming more popular. Conventional wisdom says money motivates patrons to return items on time, but other library systems that have moved to improve equity have seen usage increase without negative consequences.

Furthermore, fines clash with the values that librarians hold dear. “Working in an environment without fines makes every interaction so much better,” Cushman said. “It’s liberating.”

## **FAST FACTS**

### **Levy at a glance**

Proposition No. 1 on Seattle’s Aug. 6 primary ballot would authorize a seven-year, \$219 million property-tax levy with a plan to spend in various areas, including:

- \$71.1 million to maintain and extend hours at library branches
- \$58.2 million to maintain and expand physical and digital collections
- \$29.4 million to replace, maintain and enhance library technology
- \$55.7 million to maintain and renovate library buildings
- \$2.1 million to grow library programs for young children
- \$1.1 million to hire additional social workers

Source: Seattle Public Library

Today, SPL charges overdue fines of 25 cents per day for books and DVDs, up to \$8 per item. Patrons who owe \$15 are blocked from borrowing, and patrons who owe \$25 have their accounts sent to a collections agency.

Under the new plan, SPL would continue charging replacement fees and blocking patrons from borrowing in some cases. Items now are deemed lost after 40 days, though they can be returned after that time.

That's roughly how the Sno-Isle system works. Patrons are charged replacement fees and are blocked from borrowing when their items run two weeks past due. When they return their items, no matter how late, their accounts are wiped clean.

"The last thing we want is when somebody unable to pay decides, 'I'm just going to keep the book and stop using the library,'" Cushman said. "We want the book back."

Items in the Sno-Isle system are automatically renewed up to five times, unless they have holds. SPL may also adopt auto renewals and may move to declare items lost after a shorter period than 40 days, spokeswoman Andra Addison said.

Sno-Isle patrons returned 92% of their items on time in February, without the threat of fines. The same month, Seattle patrons also returned 92% of their items on time.

### **What the levy would pay for**

Seattle's new libraries levy would collect about 12 cents per \$1,000 of assessed value in 2020, or about \$85 for a \$700,000 home. Most of the money — \$167 million — would be used to maintain services already being provided, with costs driven up by inflation. That means a rejected levy could mean significant cuts in library hours and programs.

The rest of the money would be used to do more. For example, the new levy would allow the Delridge, Green Lake, NewHolly and Wallingford branches to open on Fridays, extend hours at the High Point, International District/Chinatown and South Park branches and keep all 27 neighborhood branches open longer at night.

It would also pay for seismic renovations at the Columbia City, Green Lake and University branches, more "play and learn" programs for children, additional social workers for homeless patrons and more Wi-Fi hot spots for patrons to check out.

This year, levy dollars represent about 24% of SPL's \$84.1 million operations and capital budget. Under the new measure, they would account for about 29% annually.

Touting the proposal earlier this year, Durkan told voters, "we will get so much for a relatively small amount." Seattle's population has soared and 5 million SPL visitors checked out 10 million items last year. "Libraries are the people's university," Councilmember Debora Juarez said.

At a rally last month, supporter Paula Becker said patrons rely on SPL for homework help, reading material, cultural programs and warm spaces. She said multiple branches were precious to her son when he was struggling with drugs and homelessness.

The system's staffers "cushioned my son Hunter during what turned out to be a pretty rough life," Becker said. "The Seattle Public Library provides help and services to the most vulnerable members of our community."

A pro-levy campaign has raised about \$300,000, mostly from the Seattle Public Library Foundation and the Friends of the Seattle Public Library, and has been spending its money on advertisements and mailers.

“In our rapidly-changing Seattle, our public library system is at the heart of a healthy, equitable and livable city,” the campaign’s ballot statement says. “For \$3 more per month for the average homeowner, we can protect the critical investments we’ve made over the years and renew our commitment.”

In an opposition statement, former GOP state Secretary of State Bruce Chapman, former King County Auditor Lloyd Hara and Eastlake neighborhood activist Chris Leman argue SPL’s operational needs should be addressed with revenue already available and levy dollars reserved for key capital projects.

The mayor and council have created “an artificial emergency to scare voters” into a tax increase, they contend, noting the plan includes no citizen-oversight committee.

Though she loves libraries and has repeatedly voted to raise taxes in Seattle, Engelhardt may oppose the new levy due to anger over the city’s inability to reduce homelessness, she said.

“My neighborhood library, the Ballard branch, is too sketchy to enjoy spending any time in anymore,” the homeowner wrote in an letter to the mayor and council.

Tom Kelly, a retired lawyer, is also skeptical. Late fines should be used to help ensure items are returned, the Denny Blaine homeowner said, suggesting they be waived only in certain, worthy cases. “There’s always a temptation to not return the book on time, and that directly hurts the next person in line,” Kelly said.

Progressive, book-loving Seattle voters are likely to approve the levy. The 2012 version garnered a nearly 2/3 majority.

### **A national trend**

The case for scrapping overdue fines has gained momentum across the country in recent years, driven by a desire to reduce barriers to access, and SPL has been considering the change since 2016.

SPL nixed fines for children’s materials in 1990 but brought them back in 2009 to raise revenue during the economic recession.

SPL patrons in less-wealthy neighborhoods [owe more](#), on average. At the Rainier Beach branch, the average account balance is \$14.77 and 36% of accounts [are blocked](#). At the Northeast branch, the average balance is 79 cents and only 11% are blocked.

Library directors elsewhere are happy without fines. Before Durkan pitched Seattle’s new levy, SPL consulted with several other systems and they all reported “positive effects” on patron relations “with no significant impact on return rates,” Addison said.






In Baltimore, which went fine free and adopted auto renewals last year, checkouts, returned items and library-card registrations are up.

In Salt Lake City, which eliminated late charges and adopted auto renewals in 2017, the average period to fill a hold has increased from 9.7 days to 10.3 days. But borrowers and items borrowed have increased, and a smaller share of items are running past due, executive director Peter Bromberg said.

# What happened when Salt Lake City went fine free

In 2017, the Salt Lake City Public Library system eliminated overdue fines and began automatically renewing items without holds on them (up to three times).

**2017 (before changes) versus 2018 (after changes)**

<b>Borrowers:</b>	<b>11%</b>	
<b>Items borrowed:</b>	<b>14%</b>	
<b>Items returned late:</b>	<b>9% to 4%</b>	
<b>Average time to fill a hold:</b>	<b>9.7 days to 10.3 days</b>	
<b>Unpaid replacement fees:</b>	<b>9%</b>	

*Source: Salt Lake City Public Library*

MARK NOWLIN / THE SEATTLE TIMES

Checkouts and returns are down in Denver, which went fine-free this year. But registrations are up and blocked patrons are returning.

In St. Paul, checkouts have grown with no significant increases in wait times for items on hold. Washington, D.C., Miami and Dallas have seen similar results.

Because Sno-Isle nixed late charges so long ago, Cushman doesn't know what the initial results were. He can only judge the policy by interactions with patrons.

Sometimes, "the mother doesn't know that one book slid under the front seat of her car," he said, and sometimes, "they leave the DVD in the player and return the case."

Cushman reassures older adults who call "with panic" in their voices, worried about incurring late charges because they can't get rides to the library in time.



"The joy when I tell them there won't be a fine ... That's always a pleasurable conversation," he said.

Jamie Steffen, a Snohomish patron, said the approach reduces stress without stopping her from using due dates to teach her daughters about responsibility. "There are ways that don't involve money," the 38-year-old said. "We still talk about it."

When Lauren Hebert was a child in Louisiana, she let a book run past due. Rather than tell her parents, Hebert stopped visiting the library. She didn't return until college, when she realized how much she'd missed.

"I grew up poor and I knew I was going to get in some trouble and I knew it had to do with money," the 35-year-old recalled. "I was just so scared, I never went back."

This May, Hebert started work as a library associate at the Snohomish branch. Her job should be to keep people reading, she said, not to make them pay.

"We're trying to build trust with our community, and when you extend trust, you receive it," Hebert said.

**Daniel Beekman:** 206-464-2164 or [dbeekman@seattletimes.com](mailto:dbeekman@seattletimes.com); on Twitter: [@dbeekman](https://twitter.com/dbeekman). Seattle Times staff reporter Daniel Beekman covers Seattle city government and local politics.

# Bellingham Public Library



**Regular Meeting of the Library Board of Trustees  
Tuesday, July 16, 2019 – Central Library Lecture Room  
3:30 p.m.**

Minutes of Actions and Decisions of the Library Board of Trustees of the Bellingham Public Library as authorized by RCW 27.12.210 and SEC. 7.02 Charter of the City of Bellingham.

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- Board Members Present:** Rick Osen, Rachel Myers, Rebecca Craven, Jim McCabe and Vernon Johnson
- Library Staff:** Rebecca Judd, Bethany Hoglund, Janice Keller and Wendy Jenkins
- Others Present:** Faye Hill, Friends of BPL; Lynne Lohr and Everett Barton, members of the public
- 

**Call to order and introductions:** Regular session was called to order at 3:32 p.m. by Chair, Rick Osen.

**Approve/modify agenda:** Rick announced a modification to the agenda: Suzanne Carlson-Prandini will be presenting her ALA Conference report at next month's meeting. Rick will provide some information on an online Director survey for item #6. Rachel Myers moved to approve the agenda as modified. Jim McCabe seconded. Motion carried.

**Public comment:** Jim asked if there is a process in place for providing feedback on public comments. Rebecca follows up with an email to the person who makes the comment.

Everett Barton commented that he wanted to bring to the attention of the Board the ongoing problem with the WTA paratransit buses. Everett commented on this about a year ago during public comment, but the buses are still parking in the fire lane rather than the marked yellow curb section on Commercial Street. This blocks the fire lane, the handicap parking spots, and the 10-minute drop off spots.

**Consent agenda:** Rebecca Craven moved to approve the June 18, 2019 Regular meeting minutes and the June 2019 performance and activity measures and financial reports. Rachel Myers seconded. Motion carried.

**Board Chair report:** Rick will report during later agenda items.

**Board member reports:** Rachel reported that the Estate of Robert G. Bragg was closed and an additional \$950,000 came in to support Bellingham Public Library – this brings the Bragg-

Muldrow Endowment to \$3.6 million dollars. Plans for a joint announcement with Whatcom Community Foundation are underway.

**City Council liaison report:** April was not able to attend today's meeting but she provided Rebecca Judd with some information to share: at Monday's Planning & Community Development committee meeting, the Opportunity Council presented on Women's Wealth Gap. April thinks this is valuable information for the Library's strategic planning process and invited the Trustees to view the recording of the meeting. Rebecca will forward a link to Trustees. April also reported that Council is looking forward to the Library's strategic plan presentation down the road.

**Friends of BPL report:** The Friends are very busy processing donated books even though it is summer. The next book sale will be in September.

**Library Director report:** Rebecca reported she and Jon received a digitally animated thank you from Parks in appreciation of our lending laptops to them for a program.

Ten new Library Assistants started training last Friday. Rebecca commented that we have a strong and thorough training program and she thanked Alison Kuiken and Jenni Johnson for leading the training.

Today is Alison Kuiken's first day as the Supervisor of Materials Handling & Distribution – her position was reclassified from the Page Coordinator.

Rebecca mentioned that the annual Children's Craft Fair is next Friday, July 26, from 11:00 a.m. - 1:00 p.m. Bethany invited everyone to come and support the vendors – everything is \$4 or less. Mayor Kelli will be kicking off the event by welcoming the crafters.

Rebecca reported the Pride Parade was last Sunday and the library had a great turnout. She thanked Janice Keller, Deborah Brewer and Jennifer Lovchik for organizing our participation in the event.

**Survey Monkey Director performance review:** Rick reported that today is the one-year anniversary of Rebecca Judd joining us. For an annual review, Rick and Rebecca Craven (Personnel Committee) worked with Rebecca and Janice to develop an online survey. This will be a trial year for this process. The survey will be sent out tomorrow morning to Board members, management team, the Mayor, plus a few of the Department Heads that have worked with Rebecca. The survey responses will be due on July 26. There will be an Executive Session following the August board meeting.

**2019 Goals – 2<sup>nd</sup> quarter update:** Rebecca provided a PowerPoint presentation update on the seven 2019 organizational goals – these are goals above and beyond regular ongoing work. *(Please see Attachment #1 for Organizational Goals Quarter 2 Presentation.)* For the steps that are listed below each goal, a dot indicates work is still in progress; a checkmark indicates that step is done.

**Facilities Committee report:** Rick reported we now have a signed contract between the City and RMC Architects that includes remodel design, development of bid specifications, and

project management. He also announced that Public Works notified us that money will be included, beyond the original funding, to provide restrooms on the main floor. Also included in this project will be the long-planned upgrade to the elevator (separate budget).

**Strategic Planning Update:** Rick attended the Community Conversation 'Theming' meeting that was held this morning and found it engaging and exciting. On behalf of the Board, he thanked the staff involved in this big Community Conversation project. Jim commented that Rebecca Judd brought this process to BPL and asked her how this experience compares to her previous experience with this process. Rebecca responded that a 5 questions version was developed in-house, and she found this worked just as well, if not better. Also, people's interest in follow-up information, such as wanting to read all of the different conversation notes, is stronger in this community. Janice added that they learned that some of the process language was cumbersome in English and was really cumbersome in translation.

Janice called this morning's meeting interesting, fast and fun and pointed out the displayed easel notes pinned to the cork board as an example of the work they accomplished. The Conversations concluded at the end of June – they talked with 343 people through 35 group Conversations and 79 Ask interviews. Janice thanked the 13 staff involved: Katie Bray, Deborah Brewer, Suzanne Carlson-Prandini, Bernice Chang, Beth Farley, Bethany Hoglund, Rebecca Judd, Janice Keller, Jennifer Lovchik, Julie Mauermann, Mandee Palmer, Jordan Sterland, and Rob Werner. She also thanked the Board for trusting that this process would result in useful information for strategic planning.

Janice read this morning's DRAFT summary statement:

*People want to be safe, connected, valued, respected, and accepted by others with access and opportunities to be engaged and ever-learning together, but they are concerned that communities could be more safe, inclusive, and sustainable with resources and opportunities more equitable and prevalent for all community members.*

*As people talk more about those concerns, they talk about the need for authentic connections that strengthen our understanding of the diversity of our lived experience, inequitable access to community resources and economic opportunity, and feelings of "otherness."*

*They say we need to focus on building a safe and welcoming community with well-funded public spaces where relationships and connections can develop, where reliable information is accessible to everyone, and where barriers, often resulting from racism and poverty, are acknowledged and reduced,*

*And if non-profits and faith-based organizations, people in leadership positions, good and creative citizens, and our government played a part in those actions, folks would be more likely to trust the effort and step forward.*

Janice added that once they are finished compiling this information, it will be used and shared in various ways. Next steps include:

- Present report at August Board meeting
- October 8 Special Board work session to identify strategic directions
- October Board meeting: continue work on strategic directions

- November Board meeting: review draft strategic plan
- December Board meeting: review second draft of strategic plan
- January 2020 Board meeting: approve final strategic plan

**Budget & Personnel updates:** Rebecca Judd updated the Board on the City budget timeline provided by Forrest Longman, Budget & Finance Manager: on July 22, finance will distribute the instructions for budget requests; on July 25, Rebecca Judd and Rick will meet with City officials about the proposed change to the fines and fees schedule; the requests will be due in August; the Mayor will make her recommendations in September; in October, Council will hold budget work sessions; the final reading of the budget will be in December. Rick reminded Trustees that our Midterm Proposal DRAFT is in the packet as Attachment #1 to the June minutes – we will be requesting a Children’s Librarian and the Elimination of Library Fines.

Rebecca Judd referred to the last page of the packet for a draft Organization Chart. The draft includes the addition of an Assistant Director position. The Head of Collection Services position has been reconfigured, due to a supervisory gap for librarian staff. The Assistant Director will also oversee the selection of materials. Collection Services staff will now report to Jon due to the heavy ILS nature of their work. Another change to the Organization Chart is the addition of the 2 new supervisor positions.

**New Business:**

- No new business

**Action items for next meeting:**

- Strategic planning
- ALA Conference report
- Building update
- Budget update
- Executive Session for Director performance review

**Meeting adjourned** at 4:26 p.m.

**Next Regular Library Board Meeting – August 20, 2019** at the Central Library, 210 Central Avenue, Library Lecture Room – at 3:30 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees

**Attachments:**

- Attachment #1: Organizational Goals 2019 Quarter 2 Presentation

# Organizational Goals 2019

**Quarter 2 Presentation to Bellingham Public Library  
Board of Trustees, July 2019**



BellinghamPublicLibrary

## Organizational Goals 2019

**1. Working closely with community groups and City of Bellingham stakeholders, update Library's strategic plan to reflect a shared vision of service for the next three to five years.**

- In collaboration with Bellingham Public Library Board of Trustees, design process, timeline, and production of library strategic plan update that charts library direction for the next 3-5 years
- ✓ Facilitate community conversations as part of strategic planning process
- ✓ Research regional and national trends in library services

## **Organizational Goals 2019**

**2. In partnership with City of Bellingham Public Works and ITSD, redesign main floor of the Central Library to improve patron access to collections, increase collaborative meeting spaces, and streamline workflow.**

- Evaluate and prepare space for main floor collections as part of remodel
- Evaluate materials handling workflow as part of remodel





## **Organizational Goals 2019**

### **3. Implement 2019-20 Level of Service increases in the areas of Staffing, Materials, and Facilities. Develop proposal for mid-term adjustment.**

- ✓ Staffing: Complete classification work for Supervisor of Materials Handling & Distribution and Supervisor of Public Services
- ✓ Materials: In conjunction with WCLS, plan and implement Kanopy video streaming service May 1, 2019
- ✓ Midterm: Prepare midterm budget adjustment proposal, present proposal to Mayor's office

## **Organizational Goals 2019**

**4. In partnership with Whatcom County Library System, fully implement the new Integrated Library System (ILS) to improve efficiency, security, and access to materials.**

- ✓ Update procedures to reflect Polaris migration
- ✓ Implement Polaris reports and reporting-related workflow

## **Organizational Goals 2019**

**5. In partnership with Whatcom County Library System, update fines and fees schedule and confidentiality policy to best meet patron and Library needs.**

- Evaluate fines and fee structure to reduce barriers to library service



## **Organizational Goals 2019**

### **6. Evaluate current safety and security procedures and implement recommended improvements.**

- ✓ Lock door for returns room on main floor
- Bring forward ideas to space planning team
- Incorporate safety and security training in September staff meeting



## **Organizational Goals 2019**

### **7. Improve operational infrastructure and workflow to increase efficiency and public experience.**

- ✓ Develop and implement staff training in the area of readers advisory
- ✓ Evaluate existing youth programs, collections, and services and implement recommendations to increase equity, diversity, and inclusion
- Oversee Whatcom Reads team for completing 2019 series and evaluate roles for 2020
- Continue meeting room project and coordinate roles with operations



# Questions

**Bellingham Public Library  
Performance & Activity Measures, 2019**

*Board agenda  
August 20, 2019  
Consent agenda*

			Year to Date		% of change YTD
	July-19	July-18	2019	2018	
<b>Holdings - Number of materials in the library's collection</b>					
Physical copies added to collection	2,710	1,585	18,062	13,996	29.05%
Electronic copies added to the collection	151	1,427	7,583	7,797	-2.74%
Physical copies withdrawn from collection	(1,880)	(4,417)	(5,961)	(21,177)	-71.85%
Total physical holdings			189,711	185,574	2.23%
Total electronic holdings			93,215	67,117	38.88%
<b>Total Holdings (Physical and Electronic)</b>			<b>282,926</b>	<b>252,691</b>	<b>11.97%</b>
<b>Circulation - Number of items checked out or renewed; includes Interlibrary Loan and Outreach activity</b>					
<b>Central Library</b>					
Adult	60,445	56,759	399,257	408,635	-2.29%
Youth	57,036	46,457	328,579	300,440	9.37%
<b>Sub-Total Central</b>	<b>117,481</b>	<b>103,216</b>	<b>727,836</b>	<b>709,075</b>	<b>2.65%</b>
<b>Fairhaven Branch</b>					
Adult	7,627	7,378	50,950	53,216	-4.26%
Youth	3,131	2,469	18,753	17,205	9.00%
<b>Sub-Total Fairhaven</b>	<b>10,758</b>	<b>9,847</b>	<b>69,703</b>	<b>70,421</b>	<b>-1.02%</b>
<b>Barkley Branch</b>					
Adult	6,043	5,838	38,536	39,907	-3.44%
Youth	4,015	3,729	25,428	24,035	5.80%
<b>Sub-Total Barkley</b>	<b>10,058</b>	<b>9,567</b>	<b>63,964</b>	<b>63,942</b>	<b>0.03%</b>
<b>Bellingham Technical College</b>					
Adult	60	61	481	474	1.48%
Youth	5	6	96	87	10.34%
<b>Sub-Total BTC</b>	<b>65</b>	<b>67</b>	<b>577</b>	<b>561</b>	<b>2.85%</b>
<b>Whatcom Community College</b>					
Adult	371	290	2,378	2,383	-0.21%
Youth	142	68	751	535	40.37%
<b>Sub-Total WCC</b>	<b>513</b>	<b>358</b>	<b>3,129</b>	<b>2,918</b>	<b>7.23%</b>
<b>Western Washington University</b>					
Adult	419	421	3,553	3,222	10.27%
Youth	194	227	1,900	1,676	13.37%
<b>Sub-Total WWU</b>	<b>613</b>	<b>648</b>	<b>5,453</b>	<b>4,898</b>	<b>11.33%</b>
<b>Online Services</b>					
Kanopy (Soft launched May 2019)	413	0	1,050	0	
NW Anytime Library Overdrive	22,782	19,042	149,836	120,611	24.23%
RBdigital	2,033	1,066	16,136	9,401	71.64%
<b>Sub-Total Online</b>	<b>25,228</b>	<b>20,108</b>	<b>167,022</b>	<b>130,012</b>	<b>28.47%</b>
<b>Total Circulation</b>	<b>164,716</b>	<b>143,811</b>	<b>1,037,684</b>	<b>981,827</b>	<b>5.69%</b>
<b>Holds Activity</b>					
Items placed on hold shelf	51,932	50,397	322,961	370,503	-12.83%
<b>Services</b>					
<b>Persons Visiting - Number of persons counted as they enter the libraries or visit remote website</b>					
<b>Central Library</b>					
Adult	42,978	41,633	275,194	287,874	-4.40%
Children's	14,395	14,208	75,471	83,450	-9.56%
Fairhaven Branch	6,873	7,217	47,005	50,886	-7.63%
Barkley Branch	5,256	4,561	32,393	29,985	8.03%
<b>Total Persons Visiting</b>	<b>69,502</b>	<b>67,619</b>	<b>430,063</b>	<b>452,195</b>	<b>-4.89%</b>
<b>Website Visits</b>					
This count reflects number of visits to www.bellinghampubliclibrary.org	40,929	41,405	289,706	292,999	-1.12%
<b>Bibliocommons Visits</b>					
This count reflects number of visits to Bibliocommons	13,818	11,890	85,063	85,670	-0.71%
<b>Total Website Visits</b>	<b>54,747</b>	<b>53,295</b>	<b>374,769</b>	<b>378,669</b>	<b>-1.03%</b>
<b>Computer Usage - Number of sessions</b>					
<b>Central Library</b>					
Adult & Teen (30 terminals)	5,343	4,969	36,328	36,672	-0.94%
Childrens (3 terminals)	155	258	1,036	1,248	-16.99%
Fairhaven Branch (6 terminals)	601	587	3,666	4,060	-9.70%
Barkley Branch (4 terminals)	309	283	2,063	1,911	7.95%
<b>Total Computer Usage</b>	<b>6,408</b>	<b>6,097</b>	<b>43,093</b>	<b>43,891</b>	<b>-1.82%</b>
<b>New Borrowers Registered</b>					
Central Library	505	410	3,034	2,991	1.44%
Fairhaven Branch	72	49	336	266	26.32%
Barkley Branch	44	44	201	252	-20.24%
<b>Total New Borrowers Registered</b>	<b>621</b>	<b>503</b>	<b>3,571</b>	<b>3,509</b>	<b>1.77%</b>
<b>Programs - Library sponsored or co-sponsored educational, recreational, or cultural programs</b>					
Programs	125	104	802	772	3.89%
Attendees	3,316	3,074	19,129	21,609	-11.48%
<b>Volunteer Hours</b>	<b>453</b>	<b>462</b>	<b>3,775</b>	<b>4,104</b>	<b>-8.02%</b>

Board agenda  
 August 20, 2019  
 Consent agenda

**BELLINGHAM PUBLIC LIBRARY**  
**Board of Library Trustees**

**JULY 2019 CLAIMS**

LIST OF CLAIMS AGAINST THE BOARD OF LIBRARY TRUSTEES AND THE CITY OF BELLINGHAM TO BE CONSIDERED AND APPROVED AT THE REGULAR BOARD MEETING OF AUGUST 20, 2019, IN ACCORDANCE WITH RCW 27.12.210 AND 27.12.240.

<b>ADMINISTRATION</b>	<b>VENDOR</b>	<b>AMOUNT</b>
Key copies	Accurate Lock & Security	9.51
Creative Cloud software	Adobe	260.75
Laptop chargers, adapters, bags, mice; supplies	Amazon.com	1,293.42
Lost Interlibrary Loan item	Bethlehem Public Library	20.99
Networking breakfast	City Club	13.00
Email newsletter	Constant Contact	364.15
Printing; copier paper	Copy Source	244.16
Promotional water bottles & pens	Crestline Specialties	669.20
Water @ Barkley Branch (2 months)	Crystal Springs	71.45
WA Public Libraries Directors meeting - Summer	La Conner Foundation	375.00
iSchool Capstone event	Little Thai Restaurant	40.91
Office supplies; copier paper; toner	Office Depot	442.19
Book kit software - 2 years	Plymouth Rocket	1,413.10
Disposal	Recycling and Disposal Services	264.24
Truck fuel	Reisner Distributor	172.24
Lost Interlibrary loan item	Salt Lake City Public Library	17.00
Security software	Secure by Design	21.74
Barkley operating costs	Talbot Services LLC	533.33
Microfische machine lease	Technology Unlimited	339.14
Debt collection service	Unique Management Services	62.65
iSchool Capstone event parking	University of Washington	10.00
Orbis Cascade Alliance & 2nd quarter notices	WCLS	3,674.44
Networking breakfast	Women's Professional Network	25.00
B & O taxes	WSDR	6.77
	<b>ADMINISTRATION Sub Total</b>	<b>\$10,344.38</b>
 <b>PUBLIC SERVICE</b>		
Library materials returned	Library Refunds	544.97
	<b>PUBLIC SERVICE Sub Total</b>	<b>\$544.97</b>
 <b>TECHNICAL SERVICES</b>		
Book processing	Baker & Taylor	6,150.57
CD & DVD processing	Midwest Tape	640.79
ILL & tech services	OCLC	2,269.24
	<b>TECHNICAL SERVICES Sub Total</b>	<b>\$9,060.60</b>
 <b>LIBRARY ACQUISITIONS</b>		
Books, recorded books, CDs, DVDs	Amazon.com	244.18
Books	Baker & Taylor	16,837.62
DVDs, CDs, recorded books	Midwest Tape	6,207.43
Periodicals	Newsbank	305.00



**BELLINGHAM PUBLIC LIBRARY**  
**Board of Library Trustees**

**JULY 2019 CLAIMS**

eBooks, audiobooks	Overdrive Inc	7,529.23
Databases	Proquest	1,607.49
ePeriodicals	Recorded Books Inc	7.56

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**LIBRARY ACQUISITIONS Sub Total    \$32,738.51**

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**GIFT FUND**

Books	Baker & Taylor	2,206.62
ALA Conference reimbursement	Suzanne Carlson-Prandini	3,022.28
Community Conversation supplies	Costco	16.99
Teen programming	Fred Meyer	46.70
Books	Gale	197.54
Early Learning Space	Lakeshore Learning Materials	284.01
Community Conversation translation services	Language Exchange	518.02
Teen programming	McKay's Taphouse	37.13
Teen programming	Rudy's Pizzeria	20.00
Community Conversation supplies	Smart Foodservice	40.17
Summer Reading yard signs	Victorystore.com	1,888.12

---

**GIFT FUND ACQUISITIONS Sub Total    \$8,277.58**

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**TOTAL GENERAL FUND    \$52,688.46**

**TOTAL CLAIMS    \$60,966.04**

GL787

WKD - MONTHLY REPORT - GF

Report Format 712

Acc.Period 7 ending July 31, 2019

Transaction status 1  
 Rounding to Whole Dollars

	YTD Actual	Adopted Budget	Revised Budget	Variance From Revised	%% Complete
Dpt 0190 LIBRARY					
Grp 191 LIBRARY ADMINISTRATION					
ExO 010 SALARIES & WAGES	161,790	269,649	269,649	107,859	60.0
ExO 020 PERSONNEL BENEFITS	74,622	130,025	130,025	55,403	57.4
ExO 030 SUPPLIES	30,156	82,785	82,785	52,629	36.4
ExO 040 SERVICES	310,586	359,493	398,324	87,738	78.0
Grp 191 LIBRARY ADMINISTRATION	577,154	841,952	880,782	303,628	65.5
Grp 193 LIBRARY SERVICES					
ExO 010 SALARIES & WAGES	1,211,515	2,188,711	2,188,711	977,196	55.4
ExO 020 PERSONNEL BENEFITS	571,624	1,074,991	1,074,991	503,367	53.2
ExO 030 SUPPLIES	298,063	643,465	643,465	345,402	46.3
ExO 040 SERVICES	14,697	66,035	27,205	12,508	54.0
Grp 193 LIBRARY SERVICES	2,095,899	3,973,203	3,934,372	1,838,473	53.3
Grp 195 LIBRARY FACILITIES					
ExO 040 SERVICES	339,200	578,583	578,583	239,383	58.6
Report Final Totals	3,012,252	5,393,737	5,393,737	2,381,484	55.9

59%

August 20, 2019  
Director's Report

# Bellingham Public Library

Rebecca Judd, Director



## Our People

Summer is a wonderful time for enjoying the outdoors, reconnecting, and recharging. Thank you to the Bellingham Public Library Staff Association for hosting our annual summer picnic at Lake Padden on August 4. This festive potluck gives everyone a chance to meet families, share stories, play lawn games, eat great food, and laugh. So important as we head into a busy Fall!

## Our Services

*From Jon McConnel, Head of Digital Services:*

The past month has been about lots of little things. I've taken the time to do some Polaris settings review and clean-up. A lot of progress has been made on BPL's Polaris reporting. The Joint Fines-Free Working Group has come to consensus on a good draft of the post-fines-free ILS settings (with some help from the Directors). The AMH team has three site visits scheduled and has made progress with Purchasing toward an RFP.

ITSD is working toward an upgrade of the City's payments system that should be deployed August 15/16. Several new staff computers have been deployed from the spring bulk-buy with the rest of the library's machines deploying soon.

Collection Services has been cruising along. The only thing to note is that I'm learning more all the time about how the department works.

*From Jen Vander Ploeg, Head of Public Services and Operations:*

Our new Library Assistants have been hard at work this past month learning the procedures and skills necessary for their work. Thank you to Materials Supervisor Alison Kuiken and Library Clerk Jenni Johnson for their training talent and expertise.

*From Janice Keller, Manager of Communications, Community Relations, and Programming:*

Three Library meeting room spaces are available for public use after a hiatus in this service. Beginning Aug. 1, people may reserve the Lecture Room (Central Library) and the Fireplace and Northwest rooms (Fairhaven Library) free-of-charge for non-commercial use during library open hours. New use requirements and a new internal system for processing requests are now in place, all following a new Board policy adopted in early 2018. More details on the library website.

A great deal of behind-the-scenes work is underway for big projects with communications needs, including: the Central Library main floor remodel, our joint Fines-Free project, Whatcom READS, and next steps with the Strategic Plan. Getting out to take photos of the library in action is a welcome relief from all this brain and computer work, especially in the summer!

# Bellingham Public Library

Rebecca Judd, Director



From Bethany Hoglund, Head of Youth Services:



The 51st Annual **Children's Craft Fair** was a smashing success! Guest of honor Mayor Kelli Linville helped open the Craft Fair and then went around and greeted every child participating in the Craft Fair. We are always in awe of the creativity and passion Craft Fair participants put into their products and booth displays. Children's Specialist Mande Palmer represented the library at Park and Recreation's annual KidsFest event in early August where she made connections with over 100 people while offering summer reading bingo cards, information about library services, and interactive fun for babies and toddlers. Staff remain busy as they continue to congratulate the hundreds of Summer Reading finishers and match books and stories to readers. Summer is indeed our busy season, and we love it!

**Children's Craft Fair participants 2019**



## Our Spaces

At the July staff meeting, the group discussed the upcoming Remodel project. We centered the conversation around the questions: 1) What does success look like? 2) What are the risks associated with this project? / What could go wrong? 3) What are your questions? and 4) What does success look like for staff communication during this project? As always, the feedback was thoughtful and reflective of the public service focus of our staff. Understanding the impacts of construction on the public as well as the staff was a central theme, as was increasing the capacity of the Holds shelves and improving the configuration of the public computers.

# Bellingham Public Library

Rebecca Judd, Director



## Our Community



Thank you to Deborah Brewer, Allison Ward, and Janice Keller for bringing the Library to Project Homeless Connect on July 19. For the first time, we were able to issue library cards (6 new accounts), and we gave away, among other things, almost 7 boxes of books (thank you Friends!)

**Left, Parent and child visit the Library's table at Project Homeless Connect. Right, Library Clerk Allison Ward works with families**

Respectfully submitted,  
Rebecca Judd

Board Agenda

August 20, 2019

Item # 7

 Catalog  Site

Keyword

Find books, music, movies &amp; more...

[Homepage](#) » [News](#) » [Local libraries advocate for readers' rights after publishers decide to limit ebook access](#)

## Local libraries advocate for readers' rights after publishers decide to limit ebook access

AUGUST 9, 2019 10:50 AM

*By Rebecca Judd, director, Bellingham Public Library and Christine Perkins, executive director, Whatcom County Library System*

Troubling limits imposed by publishers on public library purchases of electronic books and audiobooks are inspiring a strong response from libraries across the country. We are raising awareness about this issue because pricing and access barriers make it difficult for libraries to fulfill our central mission: ensuring access to information for all.

The Bellingham Public Library and Whatcom County Library System are proud to participate in the [Washington Anytime Library](#), an ebook consortium of 45 public libraries in the state of Washington. Working together enables us to loan electronic books across our member libraries, increasing the variety of materials available to local readers and maximizing taxpayer dollars. But even working together, there can be long waiting lists for our most popular ebooks and eaudiobooks. Unfortunately, recent moves by some publishers may make those wait times even longer.

Last summer, the science fiction publisher Tor announced a temporary embargo on selling select new releases to public libraries. Libraries had to wait months after the release date to purchase ebooks. Just recently, a major eaudiobook publisher (Blackstone) has decided to embargo select releases from purchase by public libraries for three months. And now Tor's parent company Macmillan has decided to limit public libraries to one copy of new releases in digital formats followed by a two-month embargo on purchasing additional copies.

Already, libraries pay three to five times the consumer price for an ebook or eaudiobook. For most ebooks, consumers pay \$9.99. In comparison, we often pay \$50 or more for a single license that can be used by one person at a time — and that license usually expires after a certain number of uses or a certain period of time (usually two years). Once that license expires, we must purchase another license to continue to ensure access for library users.

Libraries buy multiple copies of ebooks to maintain purchase-to-hold ratios that minimize wait times. For Washington Anytime Library, that ratio is currently 7:1. That means for every 7 holds placed on a book, the consortium purchases one copy. For especially popular ebooks, Bellingham and Whatcom County libraries purchase additional copies from our local budgets.

Even with these measures, wait times can be long for in-demand new releases. For example, months after publication, bestseller *Where the Crawdads Sing* by Delia Owens still has 251 holds on 43 copies of the ebook. If we had been limited to only one digital copy and then had to wait eight weeks to buy more, the wait list during the embargo period would be in years rather than months.

By severely limiting libraries' ability to buy their books, publishers are hoping to turn borrowers into buyers. These steps directly threaten public libraries' ability to serve customers and to uphold our commitment to equitable access for all. Publishers cite impacts on sales as their rationale for making it harder to borrow books, but we believe that a community with minimal barriers to reading is best for all of us: library users, book buyers, authors, and publishers. Besides, according to a Pew Research study, 60% of frequent library users have also bought a book by an author they first discovered at a library.

In order to send a clear message to publishers that library sales restrictions are not acceptable, the Washington Anytime Library has decided not to purchase eaudiobooks from Blackstone Publishing for six months, and we have joined the American Library Association's protest of Macmillan's new policies (#ebooksforall). By making this stand, we are defending against the monetization of reading and fighting for equitable access to reading materials.

These embargos are the latest evidence of a troubling trend in the publishing industry. Your local libraries are exploring all possible avenues to ensure access to the broadest possible range of materials while spending library funds effectively and responsibly. We invite you to join the conversation. Show your support of libraries by getting and using a library card — the smartest card in your wallet. Take a photo of you with your library card and post it to your social media with #ebooksforall on Bellingham Public Library's [Facebook](#) and [Instagram](#) and [Twitter](#), or @wclslibraries (Facebook, Twitter, Instagram). If you live within Bellingham City Limits, [apply for a card online](#); if you live in Whatcom County outside Bellingham city limits, apply online at [www.wcls.org](http://www.wcls.org).

Board Agenda  
August 20, 2019  
Item # 7

July 29, 2019

Macmillan Publishers  
Attn: Mr. John Sargent, CEO  
120 Broadway Street  
New York, NY 10271

Dear Mr. Sargent:

Libraries across Washington State value our relationships with publishers as we serve the public by providing access to books, which are invaluable sources of information and experiences. E-books are perhaps the most democratic of publisher and library materials as they are accessible to those who read unassisted as well as those with reading disabilities.

Macmillan Publishers' new e-book lending model is at variance with our common goal of promoting reading as a fundamental component of learning, education, research, growth, and opportunity, and as a legitimate leisure time activity, while simultaneously creating a population of lifelong consumers.

Under Macmillan's new model, a library may purchase one copy of a newly released title in e-book format, after which the publisher will not allow the library to purchase additional copies for eight weeks.

One might assume that the absence of newly released e-books will drive library patrons to purchase e-books; however, public libraries in Washington State have quantifiable data that the opposite is true. Many of our patrons preview e-books to determine if they will purchase either a single book or an entire book series. Librarians can tell you how often we hear such comments from patrons as "We thought we'd check out the e-book to see if he likes it before we buy the whole series."

Indeed, libraries provide maximum exposure for publishers to readers from all income brackets, and as research indicates, word of mouth is a powerful marketing tool. A patron who checks out an e-book and enjoys it is very likely to recommend that book to friends and family members, many of whom will then purchase it.

Although Washington libraries object to Macmillan Publishers' decision to embargo the purchase of their newly released e-books, we will continue our mission of educating the public and will be certain to communicate your new e-lending model with patrons.

We look forward to continuing to work with you, and we hope that you will reconsider your decision.

Sincerely,

Ruth Barefoot, Director  
Anacortes Public Library

Carol Blix, Librarian  
Cathlamet Public Library

Melody Eisler, Library Director  
City of Port Townsend Public Library

Rhonda Gould, Executive Director  
Walla Walla County Rural Library District

Lillian Heytvelt, Library Director  
Denny Ashby Library

Leslie Campbell Hime, Library Manager  
Richland Public Library

Andrew Chanse, Executive Director  
Spokane Public Library

Patty Ross, Library Director  
Puyallup Public Library

Amelia Shelley, Executive Director  
Fort Vancouver Regional Libraries

Amanda Six, Library Director  
Libraries of Stevens County



Cheryl Heywood, Library Director  
Timberland Regional Library

Kim Hixson, Executive Director  
Yakima Valley Libraries

Isaac Huffman, Library Director  
Mount Vernon City Library

Margaret Jakubcin, Library Director  
North Olympic Library System

Rebecca Judd, Library Director  
Bellingham Public Library

Kristie Kirkpatrick, Director  
Whitman County Rural Library District

Kylie Fullmer, Director  
East Adams Library District

Lou Pray, Director  
Lopez Island Public Library

Kate Larsen, Library Director  
Tacoma Public Library

Tamara Meredith, Library Director  
Jefferson County Rural Library District

Joy Neal, Library Director  
La Conner Regional Library

Laurie Orton, Library Director  
San Juan Island Library

Christine Perkins, Executive Director  
Whatcom County Library System

Jocelyn Redel, Director of Library Services  
Liberty Lake Municipal Library

Patrick Roewe, Executive Director  
Spokane County Library District

Chris Skaugset, Library Director  
Longview Public Library

Marcellus Turner, Executive Director  
Seattle Public Library

Barbara Walters, Executive Director  
North Central Washington Libraries

Mandy Walters, Director  
Pend Oreille County Library District

Jeanne Williams, Library Director  
Central Skagit Library District

H.W. McCurdy Library

Port Townsend School District

Quilcene School District

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<https://www.wsj.com/articles/e-books-make-macmillan-rethink-relationships-with-libraries-11564063800>

Board Agenda  
August 20, 2019  
Item # 7

## MEDIA & MARKETING

# Library E-Book Lending Poses Rising Problem for Publishing Industry

Macmillan will sell only one digital copy per library in first eight weeks of release



The New York Public Library on Fifth Avenue. There are more than 9,000 public library systems in the U.S., about 8,000 of which offer e-books. PHOTO: ISTOCK

By *Jeffrey A. Trachtenberg*

Updated July 25, 2019 5:02 pm ET

One of the country's largest book publishers is changing the way it sells e-books to libraries, whose increasingly popular digital-book borrowing apps are taking a toll on its sales.

Macmillan, whose recent hits include Michael Wolff's "Fire and Fury" and James Comey's "A Higher Loyalty," plans to limit each library system's access to only one digital copy of each new book it publishes in the first eight weeks of the book's release.

The move comes as borrowing e-books from local libraries has become easier than ever and as other leading publishers have adjusted their terms.

"Library reads are currently 45% of our total digital book reads in the U.S. and growing," Macmillan Chief Executive John Sargent said in an interview. "They are cannibalizing our digital sales."

Macmillan's new policy will take effect on Nov. 1, said Mr. Sargent. After a book has been out for eight weeks, libraries will be able to buy as many additional digital copies as they want. Macmillan said the delay, known in publishing circles as "windowing," is intended to boost the sale of new books, both digital and hardcover.

Demand for new titles is typically the greatest upon publication, when books and their authors get the most media attention. Macmillan is betting that many consumers will be frustrated at the long waiting periods that are likely to develop if libraries have only one digital copy and will instead buy the books they want to read at retailers like Amazon.com Inc., Barnes & Noble Inc. or independent bookstores.

In recent years, digital-lending platforms at American libraries have gone from clunky to virtually seamless. Many launched their own smartphone apps, making it easier for readers to find and download e-books free.

"It seems that given a choice between a purchase of an e-book for \$12.99 or a frictionless lend free, the American e-book reader is starting to lean heavily toward free," Mr. Sargent wrote in a letter sent Thursday to Macmillan's authors, illustrators and to literary agents.

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#### RELATED COVERAGE

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- [Book Shopping on Amazon? Don't Be Duped Into Buying a Summary](#)
- ['They Own the System': Amazon Rewrites Book Industry by Marching Into Publishing](#)
- [Five Books Executives Should Read to Prepare for 2019](#)

The CEO of a leading distributor of digital books to libraries criticized Macmillan's move.

"It will create a backlash against Macmillan books and their authors," said Steve Potash, chief

executive of Rakuten OverDrive, a unit of Japanese Internet services company Rakuten Inc. "Libraries encourage and showcase authors to readers. Now libraries will have a hard time doing that for Macmillan."

Mr. Sargent declined to respond to the comments.

Other major publishers are changing the terms of their deals with libraries.

Earlier this month, Lagardère SCA's Hachette Book Group stopped selling its e-books to libraries on a "perpetual" basis, meaning an e-book copy only had to be bought once but could be lent indefinitely.

Hachette now charges a fixed fee for every e-book copy, an agreement that is renewable every two years. The switch follows a similar move made last October by Penguin Random House, which is 75% owned by Germany's Bertelsmann SE. Hachette and Penguin Random House each said they lowered the price of their e-books as part of the switch to the metered model.

Penguin Random House declined to disclose how much it charges. A spokeswoman for Hachette said most of its adult e-books have a digital list price of \$65 but that some genre romance titles sell for less.

Starting on Aug. 1, CBS Corp.'s Simon & Schuster publishing arm will raise the price of most e-books sold to libraries as part of a switch to a two-year metered model from a one-year term. Most of the publisher's new e-books will be priced in the range of \$38.99 to \$52.99.

Macmillan publishes an estimated 1,200 new books a year. Mr. Sargent said publishers have long delayed the paperback editions of new titles in favor of generating more sales of higher-priced hardcovers.

Movies follow a similar distribution pattern, from the initial opening in theaters to DVD and video-on-demand, to pay-TV services like AT&T Inc.'s HBO or subscription services such as Netflix Inc.

There are more than 9,000 public library systems in the U.S., according to a 2017 report compiled by the Institute of Museum and Library Services, a federal agency. Of these, more than 8,000 offer e-books.

Macmillan will continue to sell its e-books to libraries for a two-year period, or 52 lends for \$60 per book copy. One copy of each title will be sold on a perpetual-use basis for \$30.

Macmillan, a unit of closely held German company Verlagsgruppe Georg von Holtzbrinck GmbH, doesn't report financial results.

Mr. Sargent said the publisher's e-book revenue has been relatively flat in recent years, although e-book revenue as a percentage of total revenue has fallen.

Libraries generate only 15% of Macmillan's total annual e-book revenue.

— ADVERTISEMENT —





Macmillan is paid between \$9 and \$10.50 for most of its new e-books sold on retail websites, significantly more than it generates from libraries each time one of its digital books is checked out—or as little as \$1.15 per read for a title checked out 52 times.

Macmillan experimented with windowing last year when Tor Books, its science fiction and fantasy division, began making some of its newly published digital titles available to libraries 16 weeks after they went on sale. Mr. Sargent said that Tor's e-book revenue increased after the windowing went into effect, although he declined to be more specific.

Write to Jeffrey A. Trachtenberg at [jeffrey.trachtenberg@wsj.com](mailto:jeffrey.trachtenberg@wsj.com)

*Appeared in the July 26, 2019, print edition as 'Macmillan Limits Library E-Book Access.'*

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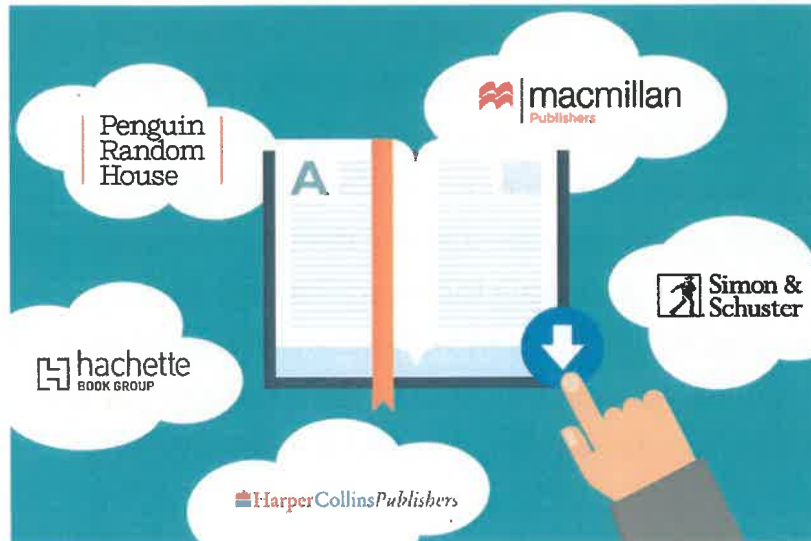
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Board Agenda  
August 20, 2019  
Item # 7

# The Future of Ebook Pricing

## ALA concerned over recent changes in publisher strategy

By [Alan S. Inouye](#) | July 9, 2019



After several years of relative stability, the library trade ebook market is again shifting in disconcerting directions. These shifts may indicate a convergence toward a common business model for library ebook lending, which may improve efficiency in a library's administration of trade ebook titles. However, the American Library Association (ALA) has ongoing concerns over library prices for ebooks and audiobooks.

Within the last few weeks, two of the largest trade publishers—[Hachette Book Group](#) (HBG) and [Simon & Schuster](#) (S&S)—made significant changes in their terms for libraries. These recent developments follow changes to the [pricing model at Penguin Random House](#) (PRH) last October, and the recent imposition of a 90-day embargo on selected digital audio titles by Blackstone Audio.

Among the Big Five publishers (HBG, HarperCollins, Macmillan Publishers, PRH, and S&S), pricing for one copy remains excessively high, in the \$50 range for two years of library access, compared with the \$15 range for perpetual access by consumers. Four of the Big Five now employ a two-year access model, which poses challenges to collection development and preservation.

Further changes are on the horizon. At this time, none of the Big Five employs an embargo, save for the “test” that Macmillan instituted for its Tor imprint in July 2018, which ALA opposed. However, ALA is expecting Macmillan to make an announcement about its ebooks by the end of this summer. Based on its Tor test, Macmillan has had quiet consultations with a handful of librarians and ALA. It remains to be seen where Macmillan will end up—and the recent announcements by HBG and S&S may well have them reassessing their conclusions. ALA is greatly concerned that the embargo in the Tor pilot will become standard practice and spread to other Macmillan titles. An embargo policy is contradictory to the library mission of equitable access to information, and ALA is unequivocally opposed to the practice.

Regardless of the outcome of the Macmillan announcement, it is time for ALA to ramp up engagement on the library ebook lending front. The recent resolution by ALA Council to reestablish a digital content working group to engage units across ALA and in the library community broadly is a good start.

Through its leadership in Chicago and Washington, ALA will continue negotiations with publishers and intermediaries. ALA is also reexamining how this issue may be incorporated more directly into its public policy work on copyright and related areas. For the long run, ALA may well need to focus more on public policy avenues as well as explore a rethinking of how libraries do business and their role in providing access to digital materials.

Ultimately, it will also take increased awareness, education, and perhaps even grassroots action from ALA members and customers of the publishers to resist barriers to equitable access.

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ALAN S. INOUYE is senior director of Public Policy and Government Relations in ALA's Public Policy and Advocacy Office.

Share



## E-Content Challenges Ahead

ALA meets with publishers in NYC



## Evolution in the Library Ebook Market

Penguin Random House's new terms and the next steps for libraries



