



AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Gerry Garzón
Director of Library Services

SUBJECT: OPL-OUSD Joint MOU for
Student ID/Library Card

DATE: June 24, 2016

City Administrator Approval

Date:

6/30/16

RECOMMENDATION

Staff Recommends That The City Council Adopt a Resolution Authorizing The City Administrator or Designee To Enter Into a Memorandum of Understanding (MOU) With The Oakland Unified School District (OUSD) To Develop An infrastructure That Will Allow OUSD Students To Easily Access And Use The Oakland Public Library's Electronic And Print Resources Freely Through The Use Of A Joint Student ID/Library Card Known As The Oakland Promise Card.

EXECUTIVE SUMMARY

Adoption of this resolution will authorize an MOU between the City of Oakland and OUSD in order to ensure that OUSD students receive an Oakland Promise Card, a significant, first time initiative of the Oakland Public Library and the OUSD. The Oakland Promise Card will focus on supporting Oakland students through college and launching them into a successful career and life with a library card that will always travel with them and provide benefits of life-long learning.

BACKGROUND / LEGISLATIVE HISTORY

On April 30, 2015, the White House and President Barack Obama engaged communities throughout the U.S. to accept the **ConnectedED Library Challenge** and pledge to provide their students with easily accessible information and educational resources. These communities were asked to create a comprehensive learning environment by:

- supporting student learning and school success through programming and other activities that develop students' language, reading, and critical thinking abilities;
- providing digital resources, such as e-books and online collections of traditional media, to students and learners in their communities;
- providing broadband connectivity and wireless access within their library facilities; and,
- ensuring accessibility by providing every student with a public library card.

The City of Oakland was one of 30 communities across the country whose Mayor, Libby Schaaf, and School Superintendent, Antwan Wilson, committed to take up the President's ConnectedED

Item: _____
Life Enrichment Committee
July 12, 2016

Library Challenge (See **Attachment A** White House Press Release). Staff have been diligently working since that time to support the initiative and ensure its implementation.

In January, 2016, Oakland Mayor Libby Schaaf and OUSD Superintendent Antwan Wilson launched the Oakland Promise. Over the next decade this cradle-to-career effort is expected to triple the number of low-income Oakland public school graduates who complete a post-secondary education.

The Oakland Promise Initiative aims to serve all children in Oakland with targeted strategies and additional investments in students historically underrepresented in higher education. The Oakland Public Library (OPL) has aligned its partnership with the OUSD in the Oakland Promise Initiative to achieve early learning and educational student success.

The proposed MOU establishes an infrastructure to combine an OUSD Student ID and an Oakland Public Library Card to be known as the Oakland Promise Card with all of the benefits outlined above.

ANALYSIS AND POLICY ALTERNATIVES

A recent Pew Research Center national study reports that 85% of the American public thinks that public libraries should coordinate more closely with local schools in providing resources to youth. Similarly, the importance of public libraries in offering free early literacy programs to help young children prepare for school received 85% endorsement in the Pew study.

As part of OUSD's Pathway to Excellence, its 2015-2020 roadmap to success for every OUSD student, and the Mayor and Superintendent's Oakland Promise Initiative from cradle to career, the Oakland Public Library continues the hallmarks of its existing partnership with OUSD:

- OPL Librarians visit all OUSD campuses at least two times a year, before summer and in the fall
- Library sites host youth interns during the school year and during summer, in partnership with Linked Learning efforts and other internship programs
- Monthly collaboration and communication with OUSD library staff and District Librarian Amy Cheney
- OPL Librarians provide author visits and research demonstrations on public library print and e-resources for OUSD students
- OPL Librarians participate in major events at OUSD including family nights, and summer reading launch
- OPL Librarians facilitate teacher check-out of books for classroom use
- OPL library sites host OUSD class visits for research and storytime

Additionally, the OPL realizes that for many of our children, the biggest obstacles and greatest inequalities often have roots early in life. If we want to get more children into universities, we need to shape outcomes by ages 2 or 3 and help our families beginning in pregnancy.

We have focused our early childhood literacy programming on the achievement gap between rich and poor children and the life outcomes that persist. We believe that the road to college

attainment, higher wages and social mobility starts at birth, and that helping your child get ready to read early in life, as a toddler or baby, before they go to school, is as critical to the investment we make in our youth toward their university education.

The Oakland Public Library (OPL) will streamline student access to databases, print and e-materials by integrating OUSD Student ID numbers and OPL accounts through the Oakland Promise Card initiative, allowing OUSD students instant online access to all OPL electronic resources as well as print materials. Implementation of the MOU will include training for OUSD students and staff on the OPL's educational resources. In addition, the OPL will work with staff and teachers to curate and highlight specific digital content, supporting OUSD curriculum goals. The Oakland Promise Card will serve as a powerful tool as we work toward the academic success of every school child, and help OUSD and the city, with targeted strategies, specifically addressing the needs of our students historically underrepresented in higher education.

The Oakland Promise Card will provide full and seamless access to:

- Library reference databases,
- downloadable eBooks,
- online learning programs,
- print books,
- curriculum support materials;

and later in their family and community life to:

- learn a new language,
- relax with downloadable music and magazines,
- download free passes to museums and other institutions, and
- explore, connect and grow at your Oakland Public Library.

FISCAL IMPACT:

There are no fiscal impacts to the City associated with this report.

PUBLIC OUTREACH / INTEREST

This report contains information of public interest as it is directly related to the education of Oakland youth within the Oakland Unified School District. Both OPL and OUSD will publicize the Oakland Promise Card to OUSD students as part of the school registration process.

COORDINATION

In the preparation of this staff report, staff coordinated with the Controller's Bureau and the Office of the City Attorney. The MOU has been coordinated with the Oakland Unified School District staff and its Legal Counsel.

SUSTAINABLE OPPORTUNITIES

Economic: This joint effort will have long term benefits for Oakland by assuring educational attainment for OUSD students across the city.

Environmental: There are no environmental opportunities associated with this report.

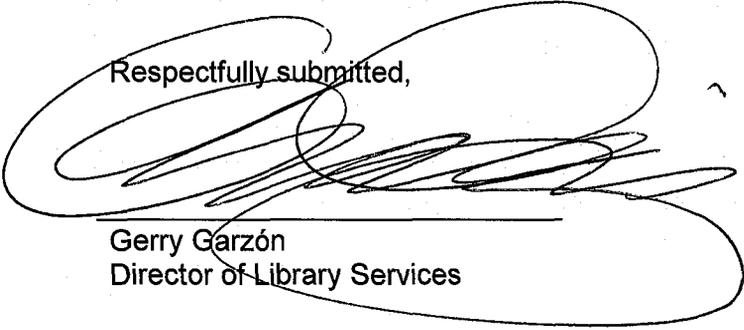
Social Equity: This MOU will establish a formal set of responsibilities between the City and OUSD to better and more equitably serve OUSD students with regard to educational outcomes.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt a resolution authorizing the City Administrator or Designee to enter into a MOU with the OUSD to develop an infrastructure that will allow OUSD students to easily access and use the Oakland Public Library's electronic and print materials freely through the use of a joint Student ID/Library Card known as the Oakland Promise Card.

For questions regarding this report, please contact Gerry Garzón, Director of Library Services, at 238-6608.

Respectfully submitted,



Gerry Garzón
Director of Library Services

Attachment (1):
A: White House Press Release

The White House
Office of the Press Secretary
For Immediate Release

April 30, 2015

FACT SHEET: Spreading the Joy of Reading to More Children and Young Adults

Every child deserves the chance to learn and thrive in an environment that is enriched by the latest technology. Two years ago President Obama announced ConnectED, a signature initiative focused on transforming teaching and learning through digital connectivity and content. Today, building on the progress made to date, at the Anacostia Library in Washington, D.C., the President will announce two new efforts to strengthen learning opportunities by improving access to digital content and to public libraries: **new eBooks commitments** and the **ConnectED Library Challenge**.

The first is commitments from publishers to find ways to make sure their content is available to low-income youth in America. Major publishers are announcing they will make over \$250 million in free eBooks available to low-income students. Nonprofits and libraries are partnering with each other to create an app that can deliver this content and materials from the public domain. Complementing that effort, the ConnectED Library Challenge is a commitment by more than 30 communities to put a library card into every student's hand so they will have access to the learning resources and books they can read for pleasure, all available in America's libraries.

These initiatives represent another way the ConnectED effort is making a real difference for students. Combined with the \$2 billion in private-sector commitments, and Federal Communications Commission (FCC) funding for school and library connectivity that includes \$2 billion specifically for Wi-Fi, and \$1.5 billion more in annual funding — today's announcement brings the total value delivered as part of this **five-year transformation in American education to over \$10 billion**. And as a result of these commitments, we are on track to meet the President's goal of connecting 99 percent of students to high-speed broadband in their classrooms and libraries.

As part of today's effort, the New York Public Library is developing an e-reader app that will provide access to a universe of digital books, including contributions from publishers and hundreds of classics already in the public domain, to create a book collection for students aged 4-18 from low-income families. The New York Public Library will work with a network of top librarians will be volunteering their time through the Digital Public Library of America to connect young readers with books that match their reading levels and interests. New York Public Library will work with Firstbook, a book-donation non-profit, to help make sure eBooks reach students in low-income families.

Major publishers are committing to make available thousands of popular and award-winning titles to students over a three-year period. These contributions will create a new book collection for students aged 4-18 from low-income families. Students from all demographics will be able to access the public domain titles, whose cover art and typography will be freshly designed by world-class designers and artists.

The new commitments the President will announce today will help ensure the smartphone or tablet that is increasingly a part of students' lives is also a teaching tool outside the classroom that encourages kids to become lifelong readers.

Hundreds of Millions of Dollars in New Private-Sector Commitments: Today, the President will highlight some of the major publishers and their authors that have pledged to donate titles to low-income students:

- Macmillan: Providing unlimited access to all of the K-12 age-appropriate titles in their title catalog of approximately 2,500 books.
- Simon & Schuster: Providing access to their entire e-catalog of books for children ages 4-14, comprised of 3,000 titles.
- Penguin Random House: Committing to provide an extensive offering of their popular and award-winning books.
- Hachette: Offering participating students access to a robust catalogue of their popular and award-winning titles.
- Candlewick: Providing unlimited access to all relevant children's and young-adult e-book titles in their catalog.
- Bloomsbury: Providing unlimited access to over 1,000 of its most popular titles.
- Lee & Low: The leading independent publisher of multicultural books is providing unlimited access to over 700 of its titles.

- Cricket Media: Offering full digital access to all of its market-leading magazines for children and young adults, including *Ladybug* and *Cricket*.
 - HarperCollins: Providing a robust selection of their award-winning and popular titles.
- Commitments from Government, Non-profit, and Philanthropic Institutions:** Today, the President will highlight commitments supporting expanded access to free books:
- The Institute of Museum and Library Services: Investing \$5 million to support the development of the e-reader app and tools and services to help the public more easily access e-books and other digital content.
 - The Digital Public Library of America: Their network of librarians will volunteer with the New York Public Library to help make sure popular books reach the most appropriate audience. DPLA, in conjunction with *Recovering the Classics* are also add age-appropriate public domain titles whose text and cover art has been redesigned by leading graphic designers and artists.
 - New York Public Library: New York Public Library is developing a cutting-edge e-reader app and working with industry and tech leaders to improve the experience for students.
 - FirstBook: a book donation non-profit organization has committed to work with New York Public Library and interested publishers to provide authentication and delivery services to ensure that e-books will reach students in low-income families.

President Obama recognizes the critical role that libraries play as trusted community anchors that support learning and connectivity at all times and many different paces. In fact, more than 70 percent of libraries report that they are the only providers of free public internet access in their community. Like many modern challenges, improving education for all children requires key leaders to collaborate in new and powerful ways. Libraries are uniquely positioned to continue to build programs and partnerships that bridge the divide between schools and homes and provide educational services to every person in the community.

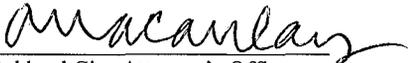
Announcing the ConnectED Library Challenge: Today, the President will call upon library directors to work with their mayors, school leaders, and school librarians, to create or strengthen partnerships so that every child enrolled in school can receive a library card. These libraries also commit to support student learning through programming that develops their language, reading, and critical thinking; provide digital resources, such as eBooks and online collections of traditional media; and provide broadband connectivity and wireless access within library facilities. Over 30

major cities and counties have announced they are taking the challenge and will work to provide cards to all students.

Communities adopting the ConnectED Library Challenge include: Baltimore, Boston, Charlotte, Chicago, Cleveland, Clinton Macomb, Columbus, Cuyahoga, D.C., Denver, Hartford, Hennepin County, Howard County, Indianapolis, Madison, Milwaukee, New Haven, Oakland, Pierce County, Pima, Pocatello, Pueblo City, Ramsey County, Columbia, Rochester Hills, Rochester, Salt Lake City, San Francisco, Seattle, Skokie, and St. Louis.

Commitments in support of the ConnectED Library Challenge: To support the implementation of the ConnectED Library Challenge, the Administration announced new commitments to action:

- The Institute of Museum and Library Services: Host a national convening this summer to identify and share best practices in reaching universal library card use among public school students.
- Urban Libraries Council: Lead an initiative that provides a forum for community, library and school leaders to work together to meet city and county education goals by leveraging resources and measuring outcomes.
- American Library Association: Drive adoption of the ConnectED Library Challenge through their 55,000 members and align the challenge with existing support and technical assistance provided through their *Every Child Ready to Read* initiative.


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR
DESIGNEE TO ENTER INTO A MEMORANDUM OF
UNDERSTANDING WITH THE OAKLAND UNIFIED SCHOOL
DISTRICT TO DEVELOP AN INFRASTRUCTURE THAT WILL
ALLOW OUSD STUDENTS TO EASILY ACCESS AND USE THE
OAKLAND PUBLIC LIBRARY'S ELECTRONIC AND PRINT
RESOURCES FREELY THROUGH THE USE OF A JOINT STUDENT
ID/LIBRARY CARD KNOWN AS THE OAKLAND PROMISE CARD**

WHEREAS, the City of Oakland was one of 30 communities across the country whose Mayor, Libby Schaaf, and Oakland Unified School District ("OUSD") Superintendent, Antwan Wilson, committed to take up President Barack Obama's ConnectED Library Challenge to put a library card in every student's hand and staff have been diligently working since that time to support the initiative and ensure its implementation; and

WHEREAS, the Oakland Public Library ("Library") collection is acquired for the purpose of creating a shared resource that is informative, educational, culturally relevant, and accessible to all students and residents; and

WHEREAS, the OUSD and the Library wish to streamline the use of student access to the Library's databases, print and e-materials by integrating OUSD Student ID numbers and Library accounts through the Oakland Promise Card initiative; and

WHEREAS, the City wishes to enter into a Memorandum of Understanding ("MOU") between the City and OUSD in order to formalize the City and OUSD responsibilities for the Oakland Promise Card initiative; and

WHEREAS, through the use of the Oakland Promise Card OUSD students will have instant online access to all Library electronic resources as well as print materials; and

WHEREAS, implementation of the proposed MOU will include training for OUSD students and staff on the Library's educational resources and Library staff will work with OUSD staff and teachers to curate and highlight specific digital content, supporting OUSD curriculum goals; and

WHEREAS, the Oakland Promise Card is focused on supporting Oakland students through college and launching them into a successful career and life with a library card that will always travel with them and provide them with full access to resources for lifelong learning; and

WHEREAS, the Library realizes that for many of our children, the biggest obstacles and greatest inequalities often have roots early in life and that if we want to get more children into universities, we need to shape outcomes by ages 2 or 3 and help our families beginning in pregnancy; and

WHEREAS, section 504(l) of the City Charter authorizes the City Administrator to enter into contracts for joint governmental actions subject to City Council approval; now therefore be it

RESOLVED: That the City Administrator or her designee is authorized to enter into a MOU with the OUSD to develop an infrastructure that will allow OUSD students to easily access and use the Oakland Public Library's electronic and print resources through the use of a joint Student ID/Library Card known as the Oakland Promise Card; and be it

FURTHER RESOLVED: That the proposed MOU shall be reviewed as to form and legality by the Office of the City Attorney and filed in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, AND
PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California