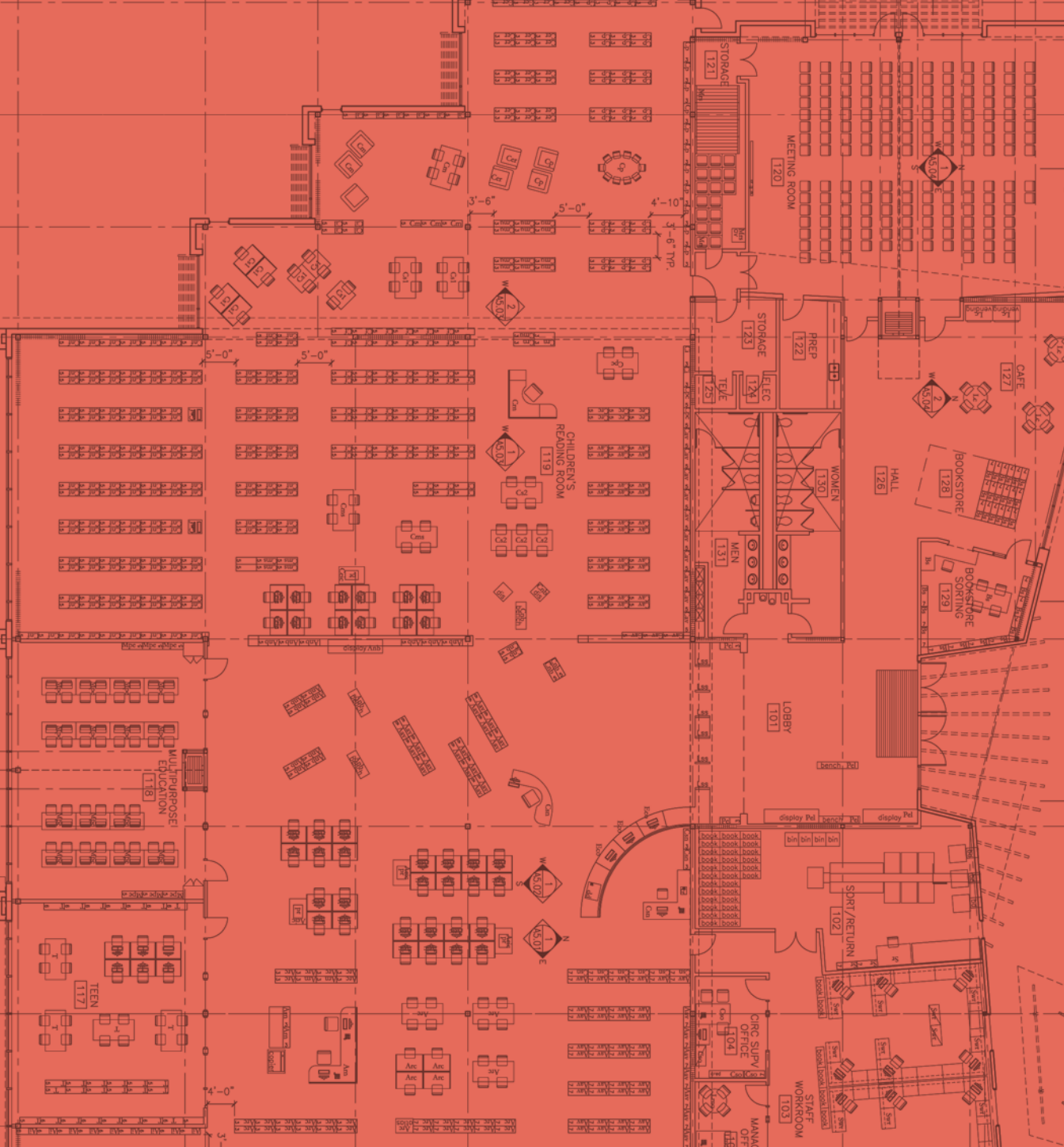
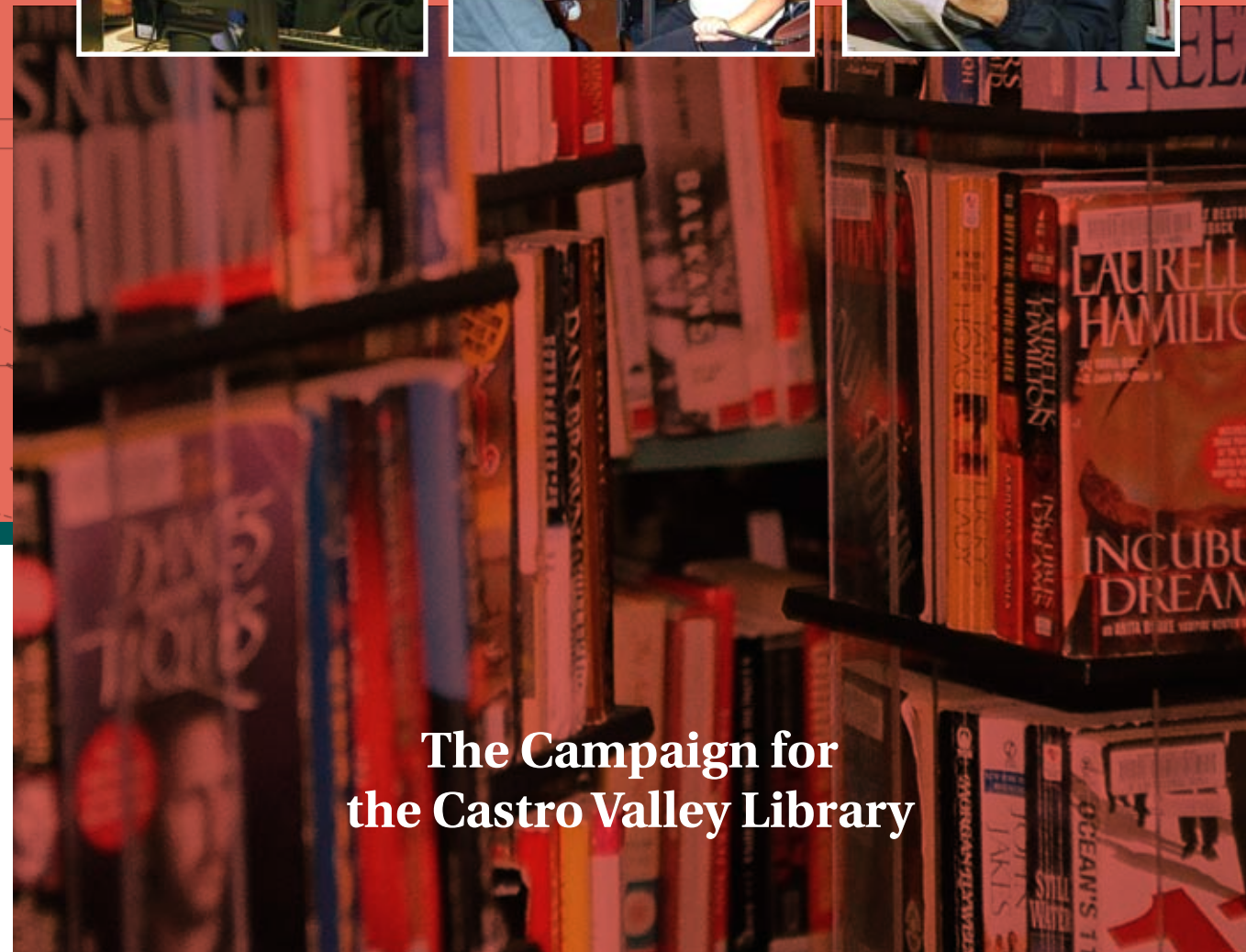


# Opening the Door to Lifelong Learning



 *community begins here*  
**ALAMEDA COUNTY  
LIBRARY FOUNDATION**

**The Campaign for  
the Castro Valley Library**



## Opening the Door to Lifelong Learning

### *The Campaign for the Castro Valley Library*

The new Castro Valley library is more than a striking new landmark. It represents aspirations for this community and its future. It will house people, programs, services and collections that engage Castro Valley, in a welcoming environment, for study, creativity and personal renewal.



These pages focus on the library's impressive sense of mission and its commitment to fulfill already high levels of trust. Public funding may go far to prepare the site and build the new library building. But, through the Campaign for the Castro Valley Library, we ask the community to equip it, to supply the furnishings, collections and technology necessary to open the doors.

### **Big Advances**

While every age is impressed with its information technology, today's technology promises stunning advances in information content and management. This is a great opportunity for our educational institutions, libraries, and all organizations that articulate a goal of equal access, the library world's gold standard.

That's why it's no surprise that the Castro Valley Library's mission specifically "...provides, promotes and protects access to..." a world of materials, information and services;

or that Alameda County Librarian Jean Hofacket sees our libraries as "...essential to our communities' economic, cultural and educational accomplishments."

Beginning with a premise of welcome and support, our Castro Valley Library helps level the educational, training and expectations gap across the economic spectrum. As the library engages customers in reading, personal advancement and lifelong learning it expands their aspirations and opportunities, giving shape to their dreams.



Many library customers are happy just easing into their favorite corner with a good book. Others need a lot more. They expect the Castro Valley Library to fill gaps in our community's educational, cultural and social fabric. They also want help for themselves, their children or their employees to sort through an expanding world of information. In the face of so many riches, our customers enjoy ever expanding reach, and library staff members facilitate the possibilities.

### **Castro Valley Loves its Library**

Castro Valley residents use their library in impressive numbers. In fact, usage has increased by 46% over a recent five-year period, even as the population continues to grow.

In considering the possibilities of a new library, our customers have asked for basic services: checking out books and movies, browsing newspapers and magazines, and tapping into our staff's research and information skills. They also want larger collections, comfortable spaces for quiet study and casual reading, and engaging programs.

Parents want their children to learn in an inviting, supervised and communal environment. In fact, they have asked the library to partner with our schools, bringing added value to Castro Valley education.

But there's much more. Residents want this library to anchor the community's emerging core. They have asked for cultural programming that reflects our burgeoning ethnic and cultural fabric. They'd like a café and revolving art exhibitions. They have asked for a larger building on



landscaped grounds with plenty of parking, bike racks and ready public transportation. Library volunteers have asked for dedicated retail space to pursue their book sales and other ventures.

In this light, the new library emerges as nothing less than a very particular sort of Castro Valley commons that must:

- Instill the love of reading
- Facilitate lifelong engagement with the world
- Enrich the education of Castro Valley's young people
- Model cultural diversity
- Serve as a universally accessible information hub
- Expand effectiveness through partnerships

The library will accomplish these goals through programs with distinct and measurable impact on key constituency groups; from young children through seniors, and across community, cultural and language groups.

### Library Features

- A novel "joint-use agreement" with the Castro Valley Unified School District finds library and school staff collaborating on a continuum of programs to enhance the value of a Castro Valley education.
- Library and school personnel will also collaborate on weekend and evening programs for families with K-12 students in the district.
- Library staff will curate multi-cultural exhibitions of local art; present educational, intellectual, recreational and artistic offerings; and encourage community groups to book library venues for their on-going activities.
- The burgeoning Castro Valley Archive will collect, display and program highlights from the region's history and current developments and issues, encourage research and original scholarship, and expand Castro Valley pride and sense of identity.

- The friendly copy shop will offer copy machines and printers, a scanner and change machines, and a debit card dispenser.
- As an information hub, the library will offer fast, relevant and point-of-need service

### Campaign Goals

While extensive public funds are in place to design and construct the building, they will not buy bookshelves, chairs and tables; CDs, books and subscriptions; wiring, computers and information services. To actually furnish the facility and fill it with collections and technology, the Campaign for the Castro Valley Library will raise \$3 million. Private gifts will not be used to replace Government funding already committed. More detailed budget information is available upon request.



### Collections – \$1 million

Our library staff and volunteers will serve an increasingly diverse and lively community with widespread collections for its many growing constituencies. This charge is not taken lightly, as the community is projected to expand by fifteen per cent by 2020. Commensurate growth to collections is as challenging as it is welcome, especially among audio/visual materials and international holdings (which will grow from 1,420 to 7,342 items). These acquisitions represent a substantial purchasing budget, but also expanding acumen in collections management and community engagement.

### Technology – \$1 million

In addition to acquiring expanding collections, library staff will need to store, catalog, loan and retrieve these materials. Technology will streamline services like check out and returns, and provide significant efficiencies. Technology will be flexible, mobile and adaptable to diverse delivery devices; wireless access



and networked computers will make electronic information readily available and easy to use. Meeting rooms will house equipment for distance learning, video/text messaging and web casts. Customers may connect with reference and research help, catalog and subscription databases from any of the eighty-seven permanent workstations, thirty portable laptops, or their own equipment. Technology will also extend service beyond the library's walls, offering "anytime, anywhere" access to the library's website. Customers can also reach their accounts wherever they are, view what's been checked out, or put materials on holds.

### ***Furnishings – \$1 million***

The price tag for furnishings only begins with long lists of desks, chairs and tables; wall finishes and carpeting; bookshelves and carts. Their true value shines through the customers, programs and services that put them all to work.

### **Put this Cornerstone in Place**

The Campaign for Castro Valley will enhance the value of a Castro Valley education and add to the region's sense of pride and purpose. That's why this campaign calls for philanthropic partnerships, and why library administrators and community leaders are forging these partnerships in ways that will fulfill this community center's exceptional promise as a primary information and training hub.

To ensure the campaign's success, we are seeking philanthropic partnerships. Such deep relationships will ensure that our new library emerges with vibrancy and remains relevant for decades to come. Put another way, this is an exciting time for Castro Valley, as generous individuals and institutions invest in our citizens and set the stage for the region's distinctive future.

