



# Director of Library Services





## THE CITY OF OAKLAND - VIBRANT, DIVERSE, AND THE PLACE TO BE

The City of Oakland is dynamic with 50 distinct and eclectic neighborhoods, 17 commercial districts, an increasingly vibrant downtown, a strong economic base, world-class arts and entertainment venues, superior cultural and recreational amenities, and a rich multicultural heritage. Oakland is the eighth largest city in California with an estimated population of 425,195 (2017 U.S. Census Bureau). The city serves as the administrative seat of Alameda County and the center of commerce and international trade for Northern California.

Oakland is one of the most diverse and ethnically integrated urban cities in the nation, with nearly equal representation from Hispanic and Latino, Asian, African-American, and Caucasian residents, speaking over 125 languages and dialects, as well as one of the country's largest Lesbian Gay Bisexual Transgender Queer (LGBTQ) communities. Oakland encompasses 56 square miles and is ideally located on the east side of the San Francisco Bay with easy access to anywhere in the Bay Area.

Oakland's landscape is a picturesque mix of 19 miles of bay coastline to the west and rolling hills to the east, which provide unparalleled views of the San Francisco Bay. Oakland has more parks and open space per capita than any other city in the Bay Area. Oakland is at the heart of the East Bay Regional Park District, a splendid system of 65 parks covering more than 119,000 acres and 29 regional hiking trails stretching 1,200 miles in Alameda and Contra Costa Counties. Jack London Square, the waterfront area, and beautiful Lake Merritt are destinations enjoyed by both residents and tourists. Sports enthusiasts enjoy year-round professional events including the Oakland Raiders, 2018 NBA Champion Warriors, and Oakland A's.

Oakland is a major economic force in the region. As a center for international trade, the Port of Oakland is the nation's fifth busiest container port. The Oakland International Airport is served by 12 major domestic and international airlines. Oakland is home to several corporate headquarters including Clorox, Kaiser Permanente, Pandora, Dreyer's Grand Ice Cream, and Revolution Foods. Many of these corporations are in close proximity to new businesses and various small retail shops that have sprung up in the downtown area. High quality educational opportunities abound as six major universities, including U.C. Berkeley, are within a 40-mile radius.

Oakland is in the midst of a regional economic boom, which has spurred increased investment, development and building. The former Oakland Army Base is engaged in a \$400 million revitalization and redevelopment process; and \$115 million of new construction and



improvements have recently been completed in downtown Oakland. In addition, Coliseum City, a plan to transform the Oakland-Alameda County Coliseum Sports Complex area, is an opportunity to create an international gateway to Oakland that is a destination in itself with hotels connected to the Airport Connector, major retail, other entertainment venues, office buildings and a residential community. In concert with ongoing development efforts, the City urgently strives to maintain a balance between preserving its cultural, historic and ethnic richness and the unintended consequences of gentrification. The City is a regional hub for multicultural arts and boasts one of the largest visual and performing arts communities on the West Coast. Oakland is home to two major historic entertainment venues that anchor Oakland's emerging downtown entertainment district—the Paramount Theatre and Fox Theatre. The City has completed its part in a \$350 million revitalization effort to create a multifaceted government center that links major historical landmarks with new developments. Oakland is a mature city that has been able to preserve its abundant natural beauty and holds a wealth of resources and opportunities.

## CITY GOVERNANCE STRUCTURE

The Mayor is elected at-large for a four-year term and is head of the executive branch. Oakland's legislative body is the City Council and is comprised of eight Council members. One Council member is elected "at-large" while the other seven Council members represent specific districts. All Council members are elected to serve four-year terms.

The Mayor appoints the City Administrator who is responsible for all city operations and is supported by two Assistant City Administrators. The City Administrator has overall responsibility for day-to-day administrative and fiscal operations of the City including hiring of Department Directors.

## OAKLAND PUBLIC LIBRARY (OPL)

With eighteen distinct locations serving the cities of Oakland, Emeryville, and Piedmont, the Oakland Public Library is a leader in service to a diverse and politically engaged community. The Library is made up of sixteen branch libraries, a Main Library in downtown Oakland, an African American Museum & Library (AAMLO), as well as a Tool Lending Library in North Oakland. Library staff go beyond the Library's physical walls to embed themselves in Oakland's vibrant event scene, taking the Library's fleet of bike libraries or all-electric mobile outreach vehicle to community festivals and school events to ensure all residents have access to library services.

The Library strives to be the center of every community and a place for patrons of all ages to feel at home with access to library resources and information. The Library prioritizes "people over things" with strategic



goals focusing on reaching more community members, developing staff, improving the Library's physical spaces, increasing operational efficiencies and continuing to increase funding. The Oakland Public Library values equity, inclusion and diversity, and celebrates staff innovation and creativity. With robust Teen and Children's Services Departments, designated Outreach Librarians and a long-standing Second Start Adult Literacy Program, the Library welcomes patrons of all ages to enjoy accessible locations and have their informational and recreational needs met through thoughtful programming and excellent customer service. OPL is committed to reviewing various policies and practices through a racial equity lens in order to implement changes that would advance racial equity for library patrons.

**The Oakland Public Library mission is to empower all people to explore, connect, and grow.**

The Library is supported by an active Friends of the Oakland Public Library, as well as by local branch Friends' groups and by the Library Advisory Commission. The Library Advisory Commission reports and makes recommendations to the Oakland City Council on Oakland Public Library policies, provides community oversight of dedicated library parcel tax funds and advocates on behalf of OPL programs and services. The Commission consists of 15 seats, appointed by the Mayor and Council.

In June 2018 Oakland voters passed Measure D, a dedicated library parcel tax, by 76%, well above the required two-thirds threshold. With increased revenue, the Library plans to expand hours and staffing levels, increase patron access to technology, as well as increase print and e-resource collections. The Main Library, Brookfield and West Oakland Branches will also undergo branch refreshes in 2018-2019. The Oakland voters also passed Measure Q in 2004, a dedicated library parcel tax, that will sunset in 2024.

Learn more about the Oakland Public Library at [www.oaklandlibrary.org](http://www.oaklandlibrary.org).

### DIRECTOR OF LIBRARY SERVICES

The Director of Library Services serves as the chief executive officer of Oakland Public Library. Reporting to an Assistant City Administrator, the Director is a key member of the City's Executive Team and an at-will management position. The Director is responsible for directing the day-to-day operations, and the planning, administration and evaluation of all public library services including the Main Library, AAMLO and all branch libraries and special programs. In collaboration with and input from administrative staff, the Director oversees and prudently manages the Library's annual budget of \$40.9 million and approximately 275 full-time equivalent positions.

The Director provides creative and proactive leadership to develop and implement an overall vision and direction that maximizes OPL's potential while balancing community needs, setting priorities and allocating resources equitably. Collaboration and cooperation with other City Departments such as Parks, Recreation & Youth Development; Human Services; Public Works; Information Technology; and Race & Equity is an integral part of the Director's responsibilities. The Director appears before the Mayor, City Council, Council Committees, Library Advisory Commission, Friends of the Oakland Public Library, and officials from other jurisdictions to establish and strengthen partnerships and relationships that further the Library's vision, mission, visibility and service delivery.

### Key Priorities for the Director of Library Services:

- Develop and maintain strong working relationships with internal and external stakeholders to ensure coordinated and seamless service delivery and exceptional library programming for Oakland residents.
- Develop, communicate, and implement a strategic and equitable allocation plan for the new parcel tax (Measure D) that delivers on the Library's promises to the community.
- In collaboration with the community and staff, facilitate an organizational assessment, create a long-term strategic operation and capital plan that identifies and prioritizes public service expansions, capital infrastructure improvements, ensures open access, and enhances levels of service to the community.
- Recruit and hire key management and operations positions including the new Chief Curator for the AAMLO.
- Develop and implement a plan to expeditiously convert temporary part-time employees to permanent employees within OPL.

### THE IDEAL CANDIDATE

The successful candidate will have a vision for the future of the Oakland Public Library and an inspirational leadership style that brings people along to create the future and operate in a community-centric way that is sensitive to the needs, values, and cultures of the diverse population of Oakland. The ideal candidate is a progressive and visionary public library leader, thoughtful and proactive administrator who has demonstrated experience delivering high-quality public library services in a diverse urban community. The candidate will be a prudent fiscal steward who can capture alternative funding sources to enhance programming, infrastructure, and overall fiscal operations of the library. He/she should possess experience leading and managing organizational and cultural change; have a strong appreciation and advocacy for the use of technology for library operations and services; and be committed to customer service, community engagement and

## BY THE NUMBERS



Population served:  
**448,331**



Staff:  
**275 FTE**

Physical Items in Collection:  
**1,060,384**



Program attendance:  
**209,852**



Operating Budget:  
**\$40.9 million**



Number of Snacks & Lunches Served to Youth Last Summer: **4,157**

**18**

Facilities:  
**18**

Visits to the Library:  
**2,001,295**

Languages in collections:  
**18**



Volunteer hours:  
**30,346**



Youth Library Fines Collected: **\$0**

Total Circulation:  
**2,343,619**

collaboration. The successful candidate will be politically astute, but apolitical, with a high level of sophistication, cultural competence, and a track record of responsiveness to diverse community residents, library users, library staff and community stakeholders. The selected candidate will have excellent communication skills; handle complex situations with diplomacy and tact; and effectively navigate in a fast-paced environment.

#### The candidate will have:

- Experience in a large urban library system.
- Experience as a Library Director or Assistant Director is highly desired.
- Demonstrated ability in effectively leading and managing organizational and cultural change; leading and balancing bold visioning with strategic planning and tactical implementation.
- A forward-thinking approach and demonstrated experience implementing appropriate and innovative programmatic and administrative solutions that improve the customer experience and staff efficiency.
- Strong background and effective experience in management - labor relations; a proven ability in handling complex labor relations issues and be highly skilled and comfortable working in a strong unionized environment, with a successful track record in negotiating, communicating and working with union leadership.
- A high degree of emotional intelligence and maturity.
- Demonstrated track record of embracing diversity and advancing racial equity and inclusion.
- Skills to build collaborative and mutually beneficial civic partnerships among public, private and non-profit stakeholders.
- Visibility and presence as an approachable leader in the library and community.
- Humility with the ability to leverage staff's knowledge and technical expertise.
- Skills to advocate for the library and an influential style/approach in getting what the library needs.
- Capital planning experience with an aging infrastructure is highly desirable.
- Creative problem-solving skills; motivated to achieving excellence; seeks to create an environment where excellence and innovation can thrive.
- Demonstrated team builder who influences appreciation of the

collaborative spirit across the system.

- Demonstrated experience in successful cross-department collaboration.
- Proven track record in building relationships and demonstrating responsiveness to staff, City employees, library users, community residents, general public, and other key stakeholders to achieve the Library's mission.

## EDUCATION AND EXPERIENCE

The following qualifications are guidelines, as the appointing authority has broad discretion in filling positions in this classification.

### Education:

A Bachelor's degree from an accredited college or university in public administration, information services or closely related field. A Master's degree in Library and Information Studies from an American Library Association (ALA) accredited library school is highly desirable.

### Experience:

Five years of responsible management experience in library administration, or a closely related field with two years of supervisory experience. Public sector and urban public library experience is highly desirable.

## COMPENSATION & BENEFITS

The salary for this position is **\$140,871 - \$211,306** depending on experience and qualifications.

The City of Oakland also offers an attractive benefits package that includes participation in CalPERS (California Public Employees' Retirement Systems) with a pension formula of 2.5% @ 55 (for Classic PERS members) and 2% @ 62 for new PERS members. Employees currently contribute 8% of pre-tax wages.

## APPLICATION PROCESS

To be considered, please submit your resume and cover letter with current salary information electronically to [librarydirector.opl@thehawkinscompany.com](mailto:librarydirector.opl@thehawkinscompany.com) by **August 24, 2018**. Resumes received by **August 24, 2018** will receive first consideration. The position is open until filled.



### THE HAWKINS COMPANY

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For additional information or questions, please contact Ms. Brett Byers at 323-403-8279, [brett@thehawkinscompany.com](mailto:brett@thehawkinscompany.com); Bill Hawkins at 310-348-8800, [bill@thehawkinscompany.com](mailto:bill@thehawkinscompany.com) or our special library consultant Martín Gómez at 415-999-9601; [mjgomezassociates@gmail.com](mailto:mjgomezassociates@gmail.com)

The City of Oakland is an equal opportunity employer, values workforce diversity and seeks to create an environment and culture that embraces employee differences. All qualified applicants are considered in accordance with applicable laws prohibiting discrimination on the base of race, religion, color, gender, age, national origin, sexual orientation, physical or mental disability, marital status or veteran status or any other legally protected status.

