

March 2, 2023  
Item 5

**SUBJECT: RECEIVE INFORMATION ON THE LIBRARY STUDENT SUCCESS  
PROGRAM AND OUTREACH TO PLEASANTON STUDENTS**

**SUMMARY**

In the Fall of 2022, the Student Success program, a partnership between the Pleasanton Public Library (Library) and the Pleasanton Unified School District (PUSD) to allow student IDs to operate as library cards, officially welcomed elementary school students to the program. The Student Success program now encompasses all student grade levels in elementary, middle, and high school throughout the district.

**RECOMMENDATION**

Receive information on the Library Student Success Program and outreach to Pleasanton students.

**FINANCIAL STATEMENT**

There is no financial impact to this item.

## **BACKGROUND**

In Fiscal Year 2016/17, the Pacific Library Partnership (PLP) and NorthNet Library System (NLS) received a Library Services and Technology Act (LSTA) grant from the California State Library to begin the Student Success Initiative. Fifteen public libraries throughout Northern California, representing various sizes and governances, from small single libraries to large systems, worked together as pilot and mentor libraries in creating partnerships with local school districts to give students public library cards. Libraries and schools were able to determine the best model for Student Success in their own communities. Many decided on the sharing of student ID's and data between schools and libraries in order to give student ID cards the ability to also act as library cards.

The City of Pleasanton and PUSD signed a Memorandum of Understanding (MOU) on October 3, 2017 (Attachment 1), where the district agreed to share the following student data, with parent/guardian permission: First and last name, birth year, school of attendance, grade, address, phone number, and email address. Initially, data was only shared for students whose parents/guardians "opted IN" to the program at registration. Pursuant to the MOU, this process changed in the following year to an "opt OUT" option to reach the broader community.

In its first year, the Student Success program was offered to high school freshman. The next year, the program included all high school students, totaling about 5,000 new card holders. The following year, the program expanded to include middle school students, totaling about 7,000 card holders. Elementary grades were added this 2022/23 school year, totaling 10,737 total card holders.

## **DISCUSSION**

The Student Success program provides many benefits to local students. Having a Student ID/Library card offers a streamlined way for PUSD students to check out physical books and materials if they do not have a Pleasanton Library card, or did not bring their card with them that day. Staff have reported that students frequently use their Student ID/Library card to check out items that provide afterschool support such as study rooms, school supplies and computer chargers. These resources provide students with the support they need to work on school projects and assignments.

With their Student ID/Library card, students also have access to all of the digital resources the library offers, including live online tutoring in English, Spanish, Cantonese, Mandarin, Tagalong, and Vietnamese, skill-building lessons and videos, FAFSA financial aid assistance, educational databases, practice tests, chess tutoring, writing labs, streaming videos/movies, electronic books and encyclopedias. To help students find resources easily, the Library has launched a dedicated Teen web page in the past year that includes links to all these resources, which can be found at <http://www.cityofpleasantonca.gov/depts/lib/teens/default.asp>

To promote the Student Success program, staff have worked with PUSD staff to provide flyers and newsletter information highlighting the benefits of the program (Attachment 2), using district marketing channels. As the Library's in-person outreach efforts continue to resume in 2023/24, staff will explore new ways to engage students in marketing the valuable resources their Student ID/Library card provides.

Submitted by:

A handwritten signature in black ink, appearing to read 'JG', is positioned above the name 'Jeff Gibson'.

Jeff Gibson  
Senior Librarian

ATTACHMENT:

1. First Amendment to the Memorandum of Understanding Between the City of Pleasanton and the Pleasanton Unified School District Related to Library Cards
2. 2022-2023 Student Success Flyer