

# Privatisierung als Ausweg aus dem Sparzwang öffentlicher Bibliotheken?

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Internationale Kooperation



## Gliederung

- Privatisierung in den USA
- Perspektive Entscheidungsträger
- Die Firma
- Perspektive Bibliotheksmitarbeiter
- Perspektive Bibliotheksnutzer
- Öffentliche Bibliotheken sollten öffentlich finanziert sein?
- Protest
- Bill AB 438 und ALA
- Be prepared



## Privatisierung in den USA

**17 Bibliothekssysteme mit insgesamt  
69 Zweigstellen werden heute in den  
USA von einer privaten Firma  
betrieben**



Perspektive Entscheidungsträger

# Wählerstimmen

Unterstützung der Wähler durch Erfolge – Prestige  
Wohl der Bürger  
Verantwortung für die Gemeinde



## Perspektive Entscheidungsträger

# Finanzmisere in der Kommune

Zwänge, Pflichtaufgaben, kein Spielraum für Innovation,  
erfolgreiche Angebote für die Bürger



## Perspektive Entscheidungsträger

„Wir sind darauf spezialisiert,  
Gemeinden darin zu unterstützen,  
ihrer Bibliothek einen frischen,  
wieder belebenden Neubeginn zu  
verschaffen.“



## Perspektive Entscheidungsträger

# Neubeginn durch

- Kostensenkung
- neue Finanzmöglichkeiten
- Modernisierung
- - Gemeindewohl



## Perspektive Entscheidungsträger

# Gründe für Privatisierungsabsicht:

- Unabhängigkeit
- Personalsicherung
- Meinung über die Bibliothek korrigieren
- Finanzsituation verbessern

# Checkliste

## V. A Checklist for Considering Privatization

Deciding to privatize public library management and operations is a critical decision that can have unforeseen consequences or an impact beyond what is expected, and be divisive within a community. It is important that a governing body (library board, city council, or county commission) consider multiple aspects of this decision. This checklist presents issues that should be discussed by a governing body prior to making this crucial decision. Governing boards should consider each question in light of its relevance to their local communities.

### Funding

- How much money will the contract save? Has the library staff been asked if they can produce an equal amount of savings?
- How much profit margin will the company expect?
- Could profit paid to the company, combined with new library efficiencies, preserve public control of the library?
- How will the governing body monitor and verify that the anticipated cost savings occurred without damage to library services?
- Does the proposed contract include costs to fully manage the library—for example, the costs of rent, building and ground maintenance, and utilities?
- What are the costs of exiting any existing vendor or other cooperative contracts if the private company cancels them?
- What are the costs of cancelling the contract if the privatization service is not satisfactory? Can the city retain staff hired by the private company?

### Library Services

- Will the same range of services be offered? Will services (including hours and locations) be decreased in number of offerings or frequency?
- Some services incur greater expenses for resources while others are very staff intensive. If forced to reduce, eliminate, or initiate services, will the private company be able to make informed decisions, mindful of the needs of the community?



Perspektive Entscheidungsträger

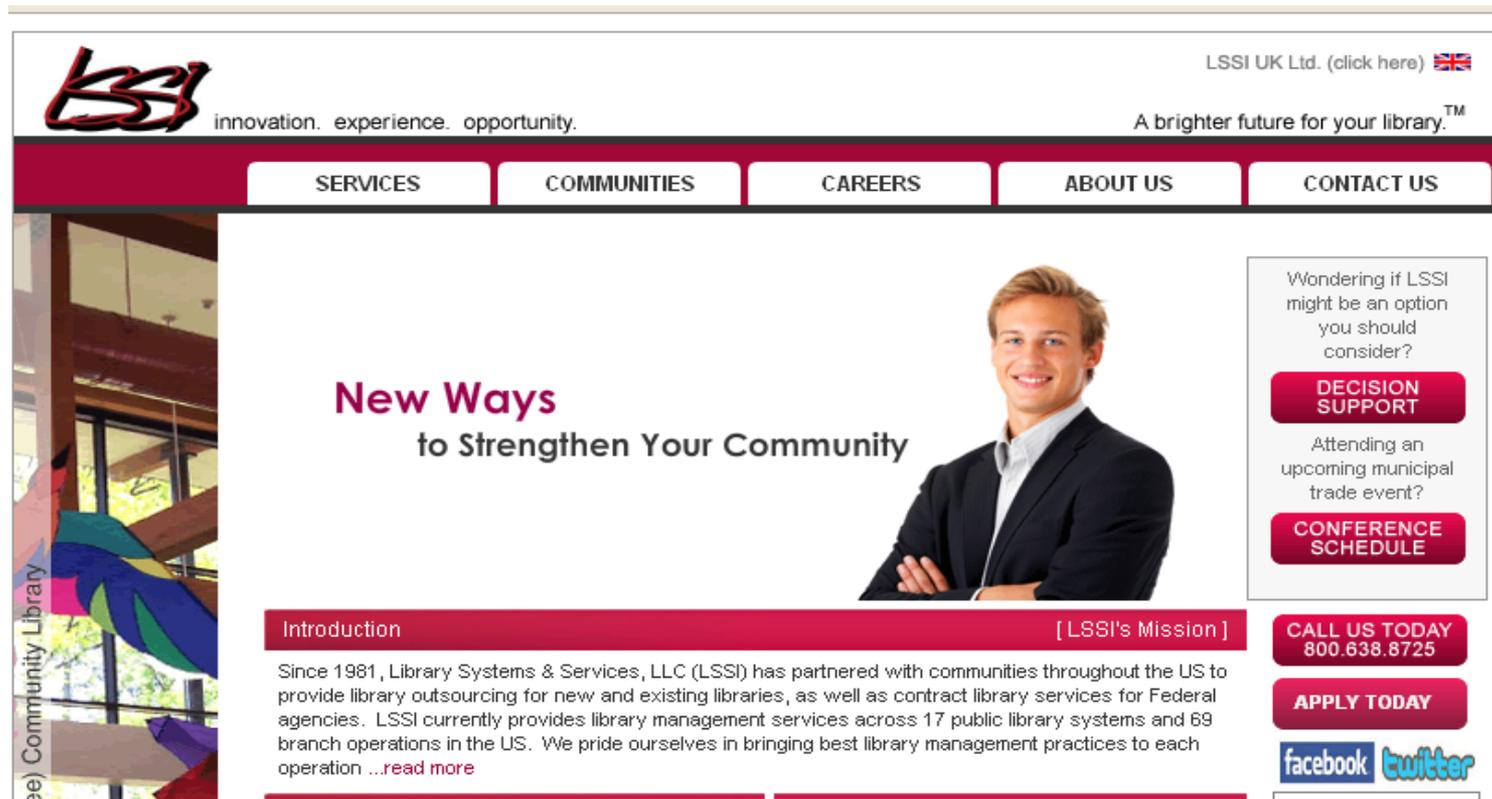
# Finanzierungsmodell für Public Private Partnership

Festbetrag für das gesamte Management der  
Bibliothek inklusive Personal und  
Medienbeschaffung



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# Die Firma LSSI



**LSSI** innovation. experience. opportunity. LSSI UK Ltd. (click here) 

A brighter future for your library.™

**SERVICES**   **COMMUNITIES**   **CAREERS**   **ABOUT US**   **CONTACT US**



## New Ways to Strengthen Your Community



**Introduction** [ LSSI's Mission ]

Since 1981, Library Systems & Services, LLC (LSSI) has partnered with communities throughout the US to provide library outsourcing for new and existing libraries, as well as contract library services for Federal agencies. LSSI currently provides library management services across 17 public library systems and 69 branch operations in the US. We pride ourselves in bringing best library management practices to each operation ...[read more](#)

Wondering if LSSI might be an option you should consider?

**DECISION SUPPORT**

Attending an upcoming municipal trade event?

**CONFERENCE SCHEDULE**

**CALL US TODAY**  
800.638.8725

**APPLY TODAY**



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## Perspektive Bibliotheksmitarbeiter

„Pensionsansprüche haben General Motors ausgepresst, und sie pressen auch die Landesregierung in Kalifornien aus.“

(Frank A. Pezzanite, LSSI, NYT 27.09.2010)



## Perspektive Bibliotheksmitarbeiter

„Viele Bibliotheken sind grauenhaft. Ihre Prinzipien basieren ausschließlich darauf, Arbeitsplätze zu sichern. Darum wird der Berufsstand unseretwegen so nervös. Man kann 35 Jahre in eine Bibliothek gehen und nie arbeiten, und dann seine Rente beziehen. So führen wir unsere Firma nicht. Wer zu uns kommt, wird arbeiten müssen.“

(Frank A. Pezzanite, NYT 27.09.10)



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# Perspektive Bibliotheksnutzer



The screenshot shows the homepage of the City of Santa Clarita Public Library. At the top left is the library's logo, which includes a tree and a building, with the text "CITY OF SANTA CLARITA" and "FOUNDED 15 DECEMBER 1887". To the right of the logo is the text "City of SANTA CLARITA PUBLIC LIBRARY". In the top right corner, there are social media icons for RSS, Facebook, Twitter, and YouTube, along with a search bar containing the text "Search the Library Catalog" and a "Search" button. Below the search bar are links for "Advanced Search" and "My Account".

A horizontal navigation bar contains the following menu items: ABOUT, SERVICES, CHILDREN, TEENS, ADULTS, EVENTS, HOURS & LOCATIONS, and CONTACT US.

On the left side, there is a vertical list of services: "Get a Library Card" (with a person icon), "Research & Reference" (with a globe icon), "eBooks, Music & More" (with a CD icon), "Live Homework Help" (with a lightbulb icon), and "How Do I..." (with a question mark icon).

The main content area features a large promotional banner for an "Author VISIT AT THE LIBRARY" by Catherine Bybee. The banner includes the text "Author VISIT AT THE LIBRARY" in a decorative font, "CATHERINE BYBEE" in a smaller font, and "Wife by Wednesday" next to a book cover. It also mentions "Wednesday, May 23 7:00 p.m." and "Canyon Country Library". Below this, it says "Come join us for movies, discussion and snacks" and "May 19th at the Valencia Library, 1:30 pm". There is also a mention of "Easy A (PG-13)" and "THIS FREE EVENT IS SPONSORED BY THE FRIENDS OF SANTA CLARITA PUBLIC LIBRARY".

At the bottom of the banner, there is a red arrow pointing right with the word "Update" and a white box containing the text "All branches of the Santa Clarita Public Library will be closed May 28th 2012" with a "Read More" link.

At the bottom of the page, there are two sections: "News" with an RSS icon and "Events" with a calendar icon.

# Perspektive Bibliotheksnutzer



The screenshot shows the website for the City of Santa Clarita Public Library. At the top left is the library's logo, which includes a tree and a house, with the text "CITY OF SANTA CLARITA" and "FOUNDED 16 DECEMBER 1881". To the right of the logo is the text "City of SANTA CLARITA PUBLIC LIBRARY". In the top right corner, there are social media icons for RSS, Facebook, Twitter, and YouTube, along with a search bar containing the text "Search the Library Catalog" and a "Search" button. Below the search bar are links for "Advanced Search" and "My Account".

The main navigation menu is a dark blue bar with white text, containing the following items: ABOUT, SERVICES, CHILDREN, TEENS, ADULTS, EVENTS, HOURS & LOCATIONS, and CONTACT US. Below the navigation bar, there are social media icons for RSS, Facebook, Twitter, and YouTube.

The main content area is divided into two columns. The left column has a heading "Services" and a sub-heading "Library Programs". Below this is a small image of a group of people, followed by the text: "The Santa Clarita Public Library offers many programs for our patrons to enjoy. From Children's Services to Family Development, the Santa Clarita Public Library has something for everyone." Below this text is a "READ MORE" link with a blue circle icon. Below the "Library Programs" section is another sub-heading "Online Services" with the text: "In addition to the many services provided at our Santa Clarita Public Library branches, patrons can utilize a variety of electronic services to enhance their library experience." Below this text is another "READ MORE" link with a blue circle icon. Below the "Online Services" section is a sub-heading "Resource Sharing and Delivery Services" with the text: "Your Santa Clarita Public Library card provides you with access to approximately 335,000 items in the branches of the Santa Clarita Public Library, and nearly four million items in over 70 libraries in the Inland Library Network." Below this text is a small image of a stack of books.

The right column has a heading "SERVICES" and a list of links: "Online Services", "Library Programs", "How Do I...", "Computer Access", "Resource Sharing and Delivery Services", and "Donation Bookstore". Below this list is a heading "MOST VIEWS" and a list of links: "eBooks and Electronic Media", "Hours and Locations", "Online Services", and "Old Town Newhall Library".



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Öffentliche Bibliotheken sollten öffentlich finanziert sein ?

Zugänglichkeit      Partizipation

Ausgewogenheit      Raum

Demokratie

Grundversorgung  
von Informationen in der  
Gemeinde

Neutralität

Integration

Qualität



Öffentliche Bibliotheken sollten öffentlich finanziert sein?

1. Wohl der Gemeinde vs. Profitdenken
2. Einsparung vs versteckte Kosten
3. Professionelle Standards und Qualitätssicherung
4. Transparenz
5. Rechenschaftspflicht



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# Protest

PRIVATIZATION BEAST.ORG

Home LA Zoo Libraries

## The Privatization Beast is Coming!

Run for the Hills-  
If Private Corporations Don't Take Them Over First!

LA Zoo

Public Libraries

SIGN UP TO FIGHT THE BEAST

Share your cell phone number with us and we'll send you

Email Address

First Name

Last Name

Zip Code

Phone

[SIGN UP ▶](#)

[Follow @PrivatizeBeast](#)

[www.privatizationbeast.org](http://www.privatizationbeast.org)



## Protest

<http://www.boingboing.net/2011/03/04/california-libraries.html>

**boingboing** [SUBMIT A LINK](#) [HOT](#) [LATEST](#) [GWEEK](#) [APPS FOR KIDS](#) [BOING BOING SHOW](#)  
[FEATURES](#) [REVIEWS](#) [SCIENCE](#) [ARCHIVES](#) [ABOUT US](#)

### California libraries targeted for takeover by private equity firms

By [Cory Doctorow](#) at 3:27 pm Friday, Mar 4

The Privatization Beast: Libraries



Katherine sez,

Public libraries in Camarillo, Santa Clarita and Ventura have all been targeted for a takeover by Library Systems and Services (LSSI), a private

# Protest Beispiel Santa Clarita

## SAVE SANTA CLARITA LIBRARIES

Protect Privacy. Bring Transparency. Preserve Access.

[HOME](#)
[ABOUT](#)
[CONTACT US](#)
[DOCUMENTS](#)
[IT AIN'T OVER 'TILL IT'S OVER...](#)
[MISSION STATEMENT](#)
[PRESS/NEWS](#)
[SUPPORT](#)  
[THINGS TO DO, DATES TO REMEMBER](#)
[WHAT THEY SAID](#)



[← Call the Governor about California AB 438, Urge him to sign AB 438](#)
[To The Residents of Simi Valley →](#)

### California Assembly Bill 438 Signed into Law by Governor Jerry Brown

Posted on [November 20, 2011](#) by [scvlibrarianquestions](#) | [Leave a comment](#)

October 10, 2011

[AB 438](#), the library protection act, was signed by Governor Jerry Brown. Libraries are among our most important community assets. The current economy has forced many local governments to make tough choices. A decision that has faced many local governments has been how to pay for and maintain quality library services. The idea that enormous amounts of money could be saved by switching from publically operated libraries to libraries managed by for profit companies has been touted about lately,—particularly by [LSSI](#), the only company in the U.S. actually claiming to provide such services. This claim is of course is hard to prove,—or disprove, since LSSI keeps a tight rein on financial information regarding its operations, and it is a private company, and such proprietary disclosures might give to the competition an advantage,—if there

#### "IN GODBE THEY TRUST"

When the City discovers, that according to County attorneys, a \$28 library tax will not be coming to the City what do they do? Call it a tax reduction?

When trying to sell a new library tax as a reduction of an old tax doesn't work and the City needs a phone survey to find the right words to the public to vote for an entirely *new* library tax [who do they call?](#)

[Who signs the contract?](#), and how much does [the City pay?](#) And what do you get for that \$20,000?

A one page summary, "[Godbe Research and the Special Library Tax Phone Survey?](#)" that includes the wisdom that "*In fact, voters were more likely to support a measure upon hearing the measure would: Provide children's books and materials (74% favorable response).*" That piece of information is worth \$20,000 all by itself. Who'd have thunk it? Taxpayers..., feeling used and manipulated yet?

#### SITE TRAFFIC

■ 14,634 hits

#### BLOGROLL

#### TAGS



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Bill AB 438 und ALA

# Assembly Bill 438 Gesetz zum Schutz von Bibliotheken in Kalifornien

Soll Einsparung und Qualitätserhalt,  
Transparenz, öffentliche Meinungsfindung,  
offenen Wettbewerb sicherstellen  
seit 01.01.2012 in Kraft



## Bill AB 438 und ALA

Nicht privatisieren, sondern gleich  
schließen.

Ist ein privatisiertes Bibliotheksangebot  
besser als gar keins?



dbv

Deutscher  
Bibliotheksverband e.V.

ALA

# KEEPING PUBLIC LIBRARIES PUBLIC

A Checklist for Communities Considering  
Privatization of Public Libraries

ALA American Library Association



## ALA Keeping Public Libraries Public

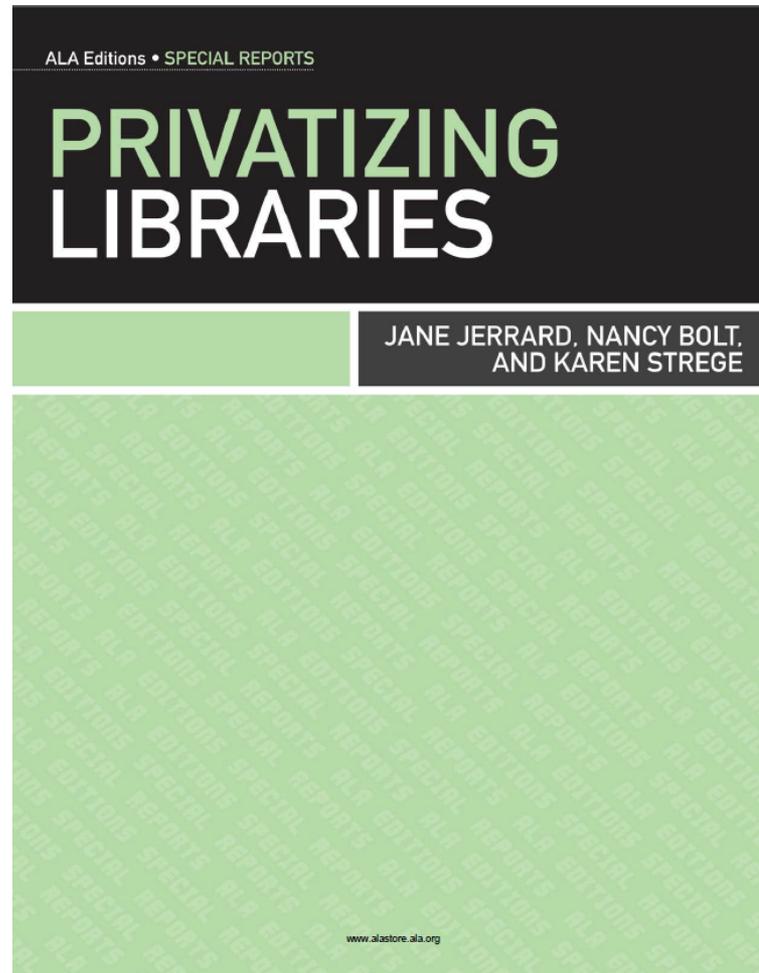
1. Qualitätssicherung
2. Aufsichtspflicht der Gemeinde
3. Schutz der Grundrechte der Bibliotheksnutzer
4. Bestandsentwicklung
5. Unterstützung durch Freundeskreise und Förderer



dbv

Deutscher  
Bibliotheksverband e.V.

ALA





## Blick nach Deutschland

# Bibliotheken in nicht kommunaler Trägerschaft:

Stadtbibliothek Gütersloh (GmbH)

Bibliothek Monheim am Rhein gemeinnützige  
Gesellschaft mbH (gGmbH)

Kirchliche Bibliotheken



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Be prepared

# Rücknahme der Verträge mit LSSI

1. Qualität unzureichend
2. Einsparungen unzureichend
3. Örtliche Verwaltungen können wieder übernehmen



## Be prepared

1. Sei ein Fürsprecher für deine Bibliothek
2. Sei informiert
3. Sei vorbereitet
4. Sei wettbewerbsfähig



dbv

Deutscher  
Bibliotheksverband e.V.

Be prepared

# Sei vorbereitet!

Vielen Dank!

[klauser@bibliotheksverband.de](mailto:klauser@bibliotheksverband.de)