# NETWORK ADVISORY COUNCIL

**RETREAT – Monday, July 26, 2010**
**The Staffeldts' Residence, Clancy, MT**
**6:00 pm – 8:30 pm**

**MEETING – Tuesday, July 27, 2010**
**AARP, Montana State Office Conference Room,**
**30 W 14th Street, Suite 301, Helena, MT**
**8:30 am – 5:00 pm**

MINUTES (revised) – Approved November 9, 2010

## RETREAT ATTENDEES:

Council Members participating:  Gale Bacon, Barry Brown, Bob Cooper (Chair), Renee Goss, Joan Hantz, Kathy Mora, Bruce Newell, Richard Quillin, and Brian Rossmann

MSL Staff participating:  Tracy Cook, Sarah McHugh, Lauren McMullen, and Darlene Staffeldt

### Monday Evening Meet & Greet

### Informal Discussion on the following:  Overview of Tuesday's Meeting Design and Format (Needs, Challenges, Solutions) Brainstorming on Tuesday's Discussion Topics

## MEETING ATTENDEES:

Council Members participating:  Brett Allen, Gale Bacon, Colet Bartow, Barry Brown, Bob Cooper (Chair), Renee Goss, Joan Hantz, Kathy Mora, Bruce Newell, Richard Quillin, Brian Rossmann, and Ann Rutherford

MSL Staff participating:  Donna Caban, Tracy Cook, Jim Kammerer, Sarah McHugh, Lauren McMullen, and Darlene Staffeldt

### Chairman Cooper called the meeting to order at 8:35 a.m.

**Motion by Newell, second by Allen to accept the Minutes of May 18, 2010 meeting as presented. Motion passed.**

### ITEM 1: NEEDS/ Determining our global directions:  1.1 What future needs of our citizens must we ramp up our service directions and capabilities to meet?

Item 1.1   Future needs of users/citizens

- Place to plug in Wi-Fi
- Digital downloads
- Resources: databases, professional journals
- Access to things they can't purchase themselves
- Anything, anyplace, anytime access
- People's right to know
- Access to unique content, such as local information
- A place to learn
- New tools for integrating information, including participatory (user-contributed meta-data)
- Respect for Intellectual Property
- Check out a variety of materials
- Community for learning, collaboration, creation
- Ability to access streaming content
- Prompt delivery of content/services
- Standardization of services in libraries across the state
- People spaces
- Services to have-nots; access to technology, broadband, devices
- Access to free library programs
- Safe place for kids
- The library place - information commons (academics)  public programs (publics)
- The Library online
- Information literacy

## 1.2 What do we believe is the future of Montana libraries?

Big Picture / Values:

- Encourage collaborative learning?
- Facilitate collaborative learning
- Make local info. accessible
- Exposing communities through libraries
- Meet the needs of our citizens
- Preserve community treasures / our cultural heritage
- Helping libraries with paper to e-transition
- What about literacy? Children, technology, information
- Identify niches that libraries can fill to serve users / citizens
- Information haves and have-not's. How do we serve all citizens?
- Find something in a catalog and be able to get it
- Give patrons what they want
- Discovery. Request. Delivery available to every citizen
- One search option
- Consider regional collaboration (other states and provinces)
- Disassemble silos (Ex. 2 large academic libraries and publics); vendors also think in silos
- Improve programming in libraries
- Share marketing resources / programming resources. Make libraries more efficient by sharing
- Should MSL help facilitate sharing / marketing, etc.?
- Develop central processing?

- Encourage collaborative thinking among librarians. It comes from the ground up
- MSL should build foundation / structure to support innovation / collaboration
- Get rid of ownership mindset
- Identify areas where we can collaborate
- How do we bring people together?
- Identify MLA as a strong partner
- MSL should work on relationships with academics and specials
- Build on partnerships for collaboration and financial resources, people resources (OPI, Universities, Publics, MLA)
- Build trust among partners
- Create opportunities for collaboration
- What is it that we do? What can we accomplish together?
- What kinds of exciting opportunities can MSL create and / or support?
- Sustain collaboration
- Take advantage of state and private resources available
- Think non-library in our partnerships
- Don't forget community members as partners
- MSL should create a way for community members to participate and create in library services
- MSL builds commons
- Take it to your audience

## ITEM 2: NEEDS/ Directional Thinking: A Review and Evaluation of MSL's Strategic Plan

Item 2:  Strategic Plan   "How to get there from here"

- Improve infrastructure
- Identify community resources
- Attention to preservation and long term access
- Identify user groups/needs
- Improve interoperability for statewide access
- Be efficient - eliminate duplication of efforts
- Negotiate for shared vendor resources
- Join libraries in new ways – collaborate, collaborate, collaborate
- Provide central process for, and create opportunities for, library collaboration
- Help libraries work together
- Promote sharing of programming resources among libraries
- Break down silos
- Provide a support system of resources for librarians
- Brand statewide projects and resources
- Get more action from the grass roots – bottom-up instead of top-down
- Identify barriers
- Re-evaluate ownership vs. access
- Develop standards that can be agreed upon
- Improve communications
- Build relationships with MLA, MHS, OPI, MT University System, others
- Anticipate generational changes in leadership
- Get more money to provide opportunities
- Take risks, have faith
- Build sustainability into projects

- Harness the power of the users
- Involve more digital natives in library leadership
- Invite digital native participation in focus groups
- Develop a library message that we all share
- Create a NAC website
- Educate trustees and other local leaders
- Facilitate and support a community of librarians

## ITEM 3: CHALLENGES/ Directional thinking: Establishing Funding Priorities

Item 3: Funding priorities

- Simplify cost formulas
- Offer access to a suite of MT group services
- Enlist non-profit entities to support libraries financially
- Make the case for the library in the community
- Districting
- Tell our success stories and districting will follow
- Do something about how libraries are funded
- Local control issues are a barrier
- Have the conversation about Return on Investment
- Maintain taxpayer support

## ITEM 4: SOLUTIONS/ Development of a Pilot – Innovative Project – Ongoing Program Continuum

Item 4: Solutions:

- Draw leadership from within projects – e.g. executive committee
- Project life cycle management
- Include all library types, state publications
- Efficient use of state library resources
- Ongoing, continuous evaluation & review
- Develop criteria and benchmarks for pilot program plans
- Continue providing system admin for Montana Shared Catalog

## ITEM 4: SOLUTIONS/ What can we expect from our investment and participation in library cooperatives? What is the OCLC perspective and how is that also a Montana perspective? [Bruce Newell (OCLC Board Member and NAC member) has agreed to assist us with this library cooperatives discussion.]

OCLC Discussion:

- Improve ability to add text content to digital software (MMP)
- Either devote resources to improve products or be honest about OCLC's focus and what they can do
- Libraries do need core things from their ILS in this Web management scale system
- Cost reduction, service, and support (MSL provided would be best); reliable
- Should we buy OCLC's WMS as a state?
- Want federated searching; all the things listed in today's discussion
- Have a Montana focus group of resident experts to test WMS and see what works and what doesn't
- Work with ID, WY, SD to educate OCLC about what it would take to get buy – in from this region

- We have to work with OCLC to make the products better
- Privacy of patron data is an issue and OCLC is aware of this
- Take our notes from today, and determine what we would like to pass on to OCLC
- Be clear about cost and what it has to do. List our priorities
- OCLC should work with existing support systems (Ex. MSC staff)

## ITEM 5: SOLUTIONS/ What can we expect from the private sector vendors offering services and products to our libraries?

Challenges / Solutions:

- Funding
- Unable to communicate how we add value
- Complication of funding streams
- Mentality of scarcity; people don't feel like they have enough money
- Duplication; have a lot of smaller entities to work with
- Libraries are isolated
- Shine a light on success stories
- Struggle to get connections and fully utilize the tools / resources we have
- Having and managing conversations to simplify
- Staffing challenges (MSL ex. MSC – having someone to run and to lead)
- Multi-type does make it more challenging, but is also impressive
- Capitalize on our natural desire to serve Montanans
- Us against them mentally
- Disappointment that we don't see more districting efforts
- State umbrella makes it challenging to run things out of MSL
- Moving from pilot to program; knowing when to do this and maintaining
- Create benchmarks for pilots

## ITEM 6: SOLUTIONS/ Where do we go from here?

Library Needs / Focus:

- Digital preservation
- How do we add value to information ecosystem; Partner with NRIS – a leader in this
- Form partnerships with others to add value (MMP & History Book ex)
- Connect various forms of digital info – tie pictures to textual info. to user stories
- Talk to OCLC about how to make digital connections happen
- Will have to give up control of our collections
- Think global, not regional or statewide
- Give access to all citizens (like Billings & Missoula do via their lending policies). What does that mean?
- How can we build connections to data?
- Copyright issues, patron privacy, people using library's special collections images illegally
- How can we get our users involved in creation?
- How do we market stuff we have? And should we?
- Important to consider management & technical infrastructure
- Consider legal ramifications – are there areas where we would have trouble?
- Recognize our fears, yet take chances. Ex. Partners, floating collections. Realize that it will work out

- Do we need statewide collection development?
- Need to watch our patrons' reaction to digital rights management & respond
- How can we better serve our users?
- We are in a new environment
- Libraries need to stop worrying about whether or not patrons have broadband
- We have to look for content that our citizens can't get privately
- Should libraries purchase devices for patrons?
- What should Montana libraries focus on in this digital age? Local? Unique?
- We need to expose our communities through our libraries
- Physical place is still important. Not about what we have, but atmosphere
- Recognize that our users are adopting these tools (smart phones, iPads, etc.)
- Even small libraries have to stay up with the times
- Speed of delivery is important – we have to work on this
- No longer matters where you live. People who live in smaller towns want what bigger towns want
- Need to make sure everyone has a shot at these goodies, because have not's are being left in the dust
- Libraries have become community centers and we can't forget that (Ex. Programming)
- Challenge is to make library's online place as important as physical
- Need to educate public that we can get info. for them
- Need to develop learning commons (collaborative area really important)
- Libraries make the connections and we need to communicate that
- From MSL – what are best practices? What should we think of when designing building? What programs / services are most popular?
- What should MSL do to help libraries have a presence?
- Maybe we need to think of our libraries like Intel inside – library inside (how can we insert library inside in social networking?)
- Consider pay for service to provide convenience and immediate gratification
- Need to think of our fellow librarians and help them see value

**The chairman adjourned the meeting at 4:59 p.m.**