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# Memo

**To:** Commission Members

**From:** Jennie Stapp, Sarah McHugh, and Kris Schmitz  
Senior Management Staff

**Date:** November 29, 2011

**Re:** Public comments received on Long Range Plan (2012-2022)

Included in this document are the comments received during the public comment period of the long range planning process. These comments were used to further inform the development of the draft Long Range Plan (2012-2022).

**From:** Library Director [<mailto:librarian@darbylibrary.net>]  
**Sent:** Tuesday, October 11, 2011 9:28 PM  
**To:** Groves, Sara  
**Subject:** ready to read letter for state library long term planning

To Whom It May Concern:

Our public libraries stand poised to make a major impact in the lives of young children in our communities. Making Every Child Ready to Read a priority in our libraries will serve an immediate need in our communities with the long term benefit of educational success for all Montana children. This is an important issue that I request to be included in any long range plans of our Montana State Library.

Thank you for your attention.

Sincerely,

Wendy Campbell, Director

Darby Community Public Library

From: Cindy Christin [<mailto:CChristin@BOZEMAN.NET>]  
Sent: Tuesday, September 27, 2011 11:38 AM  
To: Groves, Sara  
Subject: RE: long range plan

To the Montana State Library:

The long range plan is very well written and quite inspiring. We are fortunate to have visionary thinkers who are able to look ahead to the future of libraries in Montana. However, I would love to see some specific language included to address the need for our libraries to do all they can to serve families with young children.

Here's from our Ready 2 Read info for librarians:

Research shows that an infant's earliest experiences have a decisive impact on the architecture of the brain. This means that parents and caregivers play a crucial role in their child's cognitive development starting from birth. Creating an environment that provides positive social interactions, rich language exposure, and early literacy experiences helps build the skills--both social and cognitive--needed to succeed.

\* Studies have found that investing in our youngest children is an investment in our future. Supporting early education can yield a return that far exceeds the return on most public spending. Studies document a return to society of more than \$10 (latest research is showing almost \$16!) for every dollar invested in early education. Much of what libraries do in serving children is after the time when we can have the greatest impact.

\* We need to address the needs of disadvantaged children--in urban areas, rural communities, small towns, and our reservations. According to James Heckman, Nobel Prize-winning economist, the "most economically efficient way to remediate the disadvantage caused by adverse family environments is to invest in children when they are young. . . Neglecting the early years creates an underclass that is arguably growing in the United States."

\* Our libraries are active in almost every community, are free, and provide the books and resources needed by both parents and young children. Montana librarians are skilled in helping our patrons find the materials they need.

Serving young children and their families fits into all six of the areas in the long-range plan: content, access, training, leadership, collaboration, and sustainability. The State Library can do a lot in helping librarians gain the knowledge and experience they need to best serve ages 0-5. The Ready 2 Read program is providing training, encouraging collaboration with other community organizations, and providing leadership in the area of early learning. We are in the process of creating an advisory council of librarians eager to move forward in their own libraries and Federations.

I strongly recommend that we take this opportunity to recognize the importance of serving young children in our public and tribal libraries by including specific language to that effect.

Many thanks,  
Cindy Christin

**From:** Cochran, Bill [CochranB@ci.billings.mt.us]  
**Sent:** Tuesday, October 25, 2011 4:02 PM  
**To:** Groves, Sara  
**Subject:** RE: Long Range Plan Comments Due

Hi Sara:

This is a good draft document. I have only two substantive concerns to share.

Woven throughout the document, there is a suggestion both that MSL provides direct services to Montanans, which is only true to a limited extent, and that MSL strengthens libraries, which in turn provide services to Montanans; this is apparent right off the bat in the contrast between the wording of the Vision and the Mission. I think the plan could be improved either by including a definition of the direct services that MSL provides to Montanans, e.g. GIS, Montana Talking Book Library, etc. at or near the beginning of the document, or by editing throughout to emphasize that, in most cases, the direct connection to information resources that most Montanans will have will be via the partner libraries working collaboratively with MSL. Without some clarification of this sort, future legislators, Commissioners, and others not involved with the development of this plan could read it to suggest that the MSL provides online resources directly to Montanans in competition with their local libraries.

The other concern is much narrower. Goal 2: Access, Item 2.9 reads: "Actively investigate and implement web-scale solutions including but not limited to..." My only objection to this phrasing is that the "implement" presupposes the outcome of the "investigate" phase. I think the issue could be resolved if the wording were changed to "Actively investigate and implement, as appropriate, web-scale solutions including...", which is similar to wording elsewhere in the plan.

A last comment for consideration relates to the list of values. The next to last bulleted value statement is "An educated and inquisitive citizenry." All of the other values are within the control or influence of MSL; I'm not sure the inquisitiveness of Montanans is.

Again, an excellent draft. I'm looking forward to seeing the final version.

Bill

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**From:** Kim Crowley [<mailto:kcrowley@flathead.mt.gov>]

**Sent:** Friday, August 26, 2011 11:30 AM

**To:** Groves, Sara

**Subject:** Strat Plan comments

Hi Sarah,

I think this looks really good but I've pulled out a few things that are somewhat unclear and I have some comments and edits. Six goals is a lot and some of the goals have a lot more activities underneath them. I'm wondering if the activities can be combined somewhat so there are only 4 or 5 under each goal? Don't know how you would do that, but it looks really overwhelming as presented here (if I were one of the MSL staff, that is).

First of all there probably doesn't need to be a period after anything in the list of values or preferred future until the very last one.

Under VALUES:

I would question that "Information about natural resources and geography" is a value. It doesn't really fit with the other values and seems exclusive of all other types of information. Could this be presented as an activity under one of the goals?

Also, "Responsive to patrons' needs, the State Library adding value to data and information"

The first part about responsiveness is great, the second part doesn't really fit in values either.

Under PREFERRED FUTURE

1. "MSL connects patrons to quality information resources and providing value added library services—enabling the transformation of data and information into knowledge." Remove "and" and replace with a comma

2. "Creativity and innovation is an essential piece of everyone's job at your library." At who's library? My library, the MSL? I don't think "your" should be used.

Goal 1

1.5. Continue and extend Montana State Library's statewide e-content subscription and purchase programs.

Instead of "continue and extend" I would say "continue to enhance" or just simply "Enhance" or "Expand"

Goal 2

2.3. Improve Montanans' access to library materials (including discovery, request, and delivery), providing more materials to choose from, and making it self-service, more convenient, and increasingly efficient.

Instead of "making it self-service" use "making access self-service"

2.5. When MSL's collections provide answers to patrons' questions, or materials that patrons' need—provide reference, circulation and interlibrary loan services, supplying assistance and materials to patrons and to other libraries.

I'm not sure what 2.5 is trying to say. Maybe take out the initial clause before the dash???

2.8. Support Montanans' continued free access to the Internet provided through their local public libraries.

Remove "their"

Goal 3

3.1. Continue and extend Montana State Library's statewide training opportunities including all formats (one on one, classroom, online).

I'm not down with the "continue and extend" but maybe I am not understanding what is being said. What does the "and extend" mean?

#### Goal 4

4.8 Facilitate more state-wide purchases of content, supplies, programs that will continue to provide benefit to all Montana Library patrons.

Change to: "...and programs benefitting all Montana library patrons."

#### Goal 5

5.3. Help partners develop collaborative relationships

Change to "Assist partners in developing..."

Same for 5.4 and 5.5

#### Goal 6

6.4 what is MTBL?

6.6. Recruit and retain the staff resources necessary to meet the responsibilities of its statutes and mission.

Who is "its"? Is this MSL's mission?

6.9. Develop the leadership and management skills of the workforce in anticipation of significant turnover at upper management levels in the next five years.

Change "workforce" to MSL staff

6.12 ...maintain or build feedback from other sources (focus groups, surveys, informal contacts, etc.)

Change to solicit feedback?? not sure what is meant by "maintain or build"

Hope this is useful.

kc

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Hi Sara,

I think you are the go to girl for this--if not, please pass it along.

The 6th bullet point under values is odd--I get what they are trying to say, but it seems incomplete. Maybe instead of "Responsive to patrons' needs, the State Library adding value to data and information" it could say "Value added to data and information in response to patron needs." ?? On Goal 5 under 5.7, I think toward is spelled without a s (sorry the editor in me dies hard).

I really like that reader privacy was specifically mentioned--I think that as our information age continues--people will begin to value and guard their identity and their privacy in a way they never have before. I also applaud the several mentions of how important the MSL staff is to your mission.

I like the overall plan. However, I felt like it missed several really important points to me and, I think, to other libraries. The first in Goals 3-5 I would like to see specific language about training, supporting, and mentoring Montana's Library Trustees. They are an essential component to everything else library and only are mentioned in passing under goal 3. The second in Goal 3 and 4, it would be good for the State Library to directly talk about early literacy and technology. The language could remain broad and flexible (as it is for the courier project), but I see those two as remaining key for libraries in the future, and we don't want to be behind the curve. I would also like to see specific language about what partners MSL is interested in taking on--if only mentioned by type. There is a lot of mention of partners--but no criteria for partnering or what MSL is seeking to gain from such partnerships. I think time and effort in cultivating relationships with MACo and OPI could be extremely beneficial.

If you have any questions or don't understand what I'm trying to say--please let me know. I'm often not as clear as I should be.

Thanks for all you do,  
Carly

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**From:** Kammerer, James  
**Sent:** Monday, October 31, 2011 3:07 PM  
**To:** Groves, Sara  
**Subject:** RE: Long Range Plan Comments Due

Hi Sara,

I've commented before by logging into the wiki, but for whatever reason the wiki now says that I do not have permission to comment on many of the pages I formerly commented on????

In any event, I will just email you a few more comments for now. Several of the Goals have slight variances in the how the user group is described, i.e.

- Montana library partners and patrons;
- libraries, agencies, and its partners and patrons;
- libraries, agencies, its partners and Montanans;
- patrons and partners;
- partners and patrons

Where appropriate could the user be described in a standardized way?

Thanks.

Jim



**From:** Jodi Oberweiser [<mailto:librarydhs@blackfoot.net>]  
**Sent:** Monday, October 24, 2011 4:50 PM  
**To:** Groves, Sara  
**Subject:** RE: [WIRED-MT-L] Long Range Plan Comments Due

Sara,

I have read the document and think it is very thorough. It seems like many of the goals are already being met by very capable people!

I really wouldn't know what to suggest or change that hasn't already been included.

It looks like a very strong plan and I would hope the MSL Commission will agree when they review it.

Jodi

**From:** Khrys Suckow [<mailto:barefootgrasshopper75@yahoo.com>]

**Sent:** Monday, October 24, 2011 12:57 PM

**To:** Groves, Sara

**Subject:** Re: Long Range Plan Comments Due

Okay, apparently I am having a brain doesn't work day; I can't figure out how to comment on the website. So, I will e-mail my comments to you:

I would like to see the Montana State Library commit to having a full-time staff member dedicated to early literacy. I think it is important that we pursue funding, programming and ideas to keep Montana current with the need to offer early literacy programs and opportunities in every library in Montana!

Thanks, Sara!

Khrys