



Statewide Library Resources-Library Development Report October and November 2016

Prepared for the December 14, 2016 Commission meeting by Tracy Cook,
Director of Statewide Library Resources

This report represents accomplishments of Statewide Library Resources Library Development staff: Jennifer Birnel, Bobbi de Montigny, Jo Flick, Jessie Goodwin, Sara Groves, Jemma Hazen, Pam Henley, Amy Marchwick, Lauren McMullen, Cara Orban, Mike Price, and Suzanne Reymer.

Goal One—Content

1.2. Work collaboratively toward developing, managing, presenting, and preserving Montana-relevant digital content.

HIGHLIGHTS:

- Montana Memory Project Director, Jennifer Birnel, continues her outreach efforts in order to encourage new content contributions and to publicize the Montana Memory Project. Specific examples of the type of outreach work she completed last month:
 - Birnel traveled to Ennis to visit with the new library director, Karen Ketchu, which may have sparked interest in contributing additional content by partnering with the local museum. Birnel also traveled to Bridger Canyon to visit with the Bridger Women’s club where she shared the MMP with 16 women of which 15 had never heard of the MMP. This was a stark reminder that the MMP is well known by library staff, but not nearly as well known by the general public.
- In an effort to better present, manage, and preserve content, the Montana State Library, Montana Historical Society, Montana State University, and University of Montana have collaborated to create the Big Sky Country Digital Network in order to become a hub of the Digital Public Library of America (DPLA). Their application was formally accepted by DPLA. Once DPLA has completed rewriting their data exchange agreements, the group can formalize the relationship. In the meantime, the group has been creating the necessary data transformations to upload content to the DPLA.

Goal Two—Access

2.1. Improve the user interface of MSL’s Web sites and improve and expand online service to meet changing user needs.

2.5. Assist Montana libraries with ‘fulfillment’, that is, getting the right library content into patrons’ hands quickly, efficiently, and at prices that libraries can afford, regardless of whether the item is owned by the patron’s local library.

2.7. Support Montanans’ continued free access to the Internet provided through local public libraries.

HIGHLIGHTS:

- To improve the web interface for librarians and create a more secure product with the latest programming language, the “library directory” is being updated. The goal is to go live in early 2017. Stacy Bruhn, Tracy Cook, and several other library development staff members have been attempting to create a product that makes it easier for librarians to submit requested data while also improving the librarian’s ability to learn more about other Montana libraries as well as projects of the State Library.
- In an effort to improve the Montana Courier Alliance and the ability for patrons to get content efficiently and quickly, Cara Orban is using the data driven model to identify outcomes for the courier project. She has been gathering feedback from the Statewide Consulting Librarians on why the project isn’t being used in certain areas and what (if anything) might encourage libraries to participate.
- The lack of dedicated funding state for broadband assistance is slowing down the possibility of regional, consortial contracts for more uniform broadband services and pricing within E-rate program. Other states who have funding for increased broadband speeds for libraries and schools have greater rates of success with libraries filing for e-rate discounts. Suzanne Reymer continues to work the Director of Statewide Library Resources to try and find a way to improve Internet access for Montanans.

Goal Three – Training

3.1. Enhance Montana State Library's statewide training opportunities including all formats with client-learning as the Library's goal.

3.3. Develop and present appropriate library leadership training for Library Directors and Trustees.

3.4. Provide regular training opportunities for MSL programs and services.

HIGHLIGHTS:

- In an effort to improve client learning and the impact of MSL trainings, the Network Advisory Council worked with Jo Flick and Tracy Cook to develop outcomes and impacts for the 2017 Leadership Institute. Identified impacts are higher community literacy rates, library patrons get jobs, and libraries fulfill their mission. Flick will develop a Leadership Institute designed to reach these outcomes and will report back to the NAC on the results.
- Aligning with the Library Development Task Force Recommendation that Directors and Board Members better understand each other's roles, Pam Henley and Tracy Cook offered training at the South Central and Pathfinder Federation meetings. The training was designed to increase knowledge about the different roles and improve relations between library directors and board members.
- To increase knowledge of different governance models and the pros and cons of each, Lauren McMullen offered a workshop for the Bitterroot Public Library and the Darby Community Library. Her workshop walked the board members and directors through each of the governance models present in Montana and the pros and cons of each. The board members took advantage of the conversation to explore and analyze what was best for their respective libraries.
- Thinking of client needs, and attempting to provide regular training opportunities at the point of need, has been on the minds of the MSC staff for quite some time. This fall staff will implement a drop in learning program (Ask Me Anything) where MSC librarians will be able pop in to ask a quick question of staff. This drop-in training series is designed to be flexible and responsive to librarian needs. Staff is thinking about outcomes and data driven evaluation as they plan for this new service. Attendees will be asked to complete a popup survey at the end of each session that asks the following questions:
 - a. Did you ask any questions in the Ask me Anything Webinar? - Yes / No
 - b. If you asked a question, how did the answer help you? – Open Answer

- c. Tell us about something you learned, something you want to know more about or a skill you are going to improve because of this drop in session – Open Answer
- d. Will you share this information with your staff members and/or colleagues? - Yes/no
- e. Is it helpful to see us answer other peoples' questions? - Yes/No
- f. If sessions like this happened more often: - multiple Choice
 - I would use them frequently
 - I would drop in occasionally
 - I would only drop in if I was really stuck on a problem
 - I don't think I would use them

Goal Four—Consultation and Leadership

4. MSL provides consultation and leadership to enable users to set and reach their goals.

4.2. Advise Montana Library Directors and Trustees regarding administrative concerns, such as funding, budgeting, policies, and personnel.

4.3. Establish and maintain contact with Library Directors and Trustees, and other MSL partners, to remain cognizant of their needs and the challenges they face.

HIGHLIGHTS:

- Montana Shared Catalog Director, Jessie Goodwin, assisted the MSC Executive Board with developing a strategic plan. The plan is now complete and is available online: <http://docs.msl.mt.gov/pdfs/SharedCatalog/StratPlan2016-18.pdf>. The Executive Board is regularly updating their work plan in support of the Strategic Plan. An examination of the by-laws and cost sharing formula for FY2018 is underway. One notable change the Executive Board is examining is the possibility of changing the group's bylaws to allow for one online members meeting and one in-person members meeting annually rather than requiring two in-person gatherings.
- In an effort to continue to provide guidance and insight on library issues, Pam Henley, Lauren McMullen, and Suzanne Reymer have been regularly working with libraries on various issues including financing, local government relations, and board development. The three consultants work regularly with directors and trustees in order to stay

cognizant of their respective needs. They share this information with others in Library Development to provide insight on programs we are developing in Helena. Their work also assists libraries in creating a robust local library infrastructure that lays the groundwork for a library to participate in larger collaborative efforts.

Goal Five—Collaboration

5.3. Assist users in developing collaborative relationships and cooperative projects with other state, regional, national, or international partners (libraries, schools, colleges, museums, archives, local and tribal governments, non-profit organizations, government agencies, the business community, et cetera).

5.5. Assist partners in developing web-accessible Montana-related digital content, and provide Montanans with access to digital collections and items relating to Montana’s cultural heritage.

5.7. Work toward regional cooperative efforts, programs, and products that bring additional information value to Montanans.

HIGHLIGHTS

- In order to become more efficient and responsive, the MSC membership voted to streamline their policies. This was a multi-year effort that required a lot of hard work from MSC staff and the MSC libraries. The MSC reorganization is completed and all libraries are using the streamlined policies. A final removal of empty policies from the system is scheduled to occur in December, 2016.
- The Lifelong Learning Librarian position is beginning to take shape. A workgroup has been identified through the Network Advisory Council to help select priorities on which the lifelong learning librarian will focus in the coming year. The priorities were selected at an October 14 meeting. The top three priorities that were selected include early literacy, learning that spans a lifetime, and community engagement.

The NAC workgroup was asked to complete the “Theory of Change” exercise for each identified priority. That information was shared with Groves and Orban. Additionally, Groves completed a “Theory of Change” exercise for each identified priority. Examples of impacts from the developing program are: patrons can thrive, grow and contribute to the citizenry on local and national levels; A community of learners will enrich every aspect of a healthy community; and children will reach their full potential thereby fueling our society with functional, productive citizens that work together well and create

innovation / solve problems and make our society better functioning/healthier/ higher self-efficacy/satisfaction/contentment among citizens and will relieve the burden on safety nets and institutions (like law enforcement / corrections and mental health facilities).

Groves is now working on programming ideas, strategies, and partnerships to turn these three priorities into scalable programs that work to support the recommendations identified by the Library Development Study Task Force, the Montana State Library long-range plan, and priorities identified by the Institute of Museum and Library Services.

The Montana State Library purchased online access to the summer reading manual developed by the Collaborative Summer Library Program. 2016 is the first year those manuals have been made available online. Access to the manuals was made available on November 10. State Library staff will evaluate the use of the online only access at a later date.

Funding is currently being sought to support the statewide early literacy texting program. Outreach has been conducted with the Arthur Blank Family Foundation, the Office of Public Instruction, and the Montana Head Start Collaboration Office. Those potential partners are unable to support this project at this time.

Goal Six—Sustainable Success

6. MSL is efficient and effective (measured against partner and patron outcomes) and is engaged in fulfilling its mission.

6.3. Evaluate new and continuing content and services against MSL's mission and long range plan.

6.8. Diversify MSL's staff knowledge, skills and abilities.

HIGHLIGHTS:

- To fulfill the goal of being efficient and effective, Tracy Cook has begun using the data driven model with the Network Advisory Council and Library Development staff. As mentioned earlier, a NAC work group used this model for the lifelong learning librarian's priorities and the 2017 Leadership Institute. Additional NAC work groups will be using the data driven model to define outcomes for several of the Library Development Task Force Recommendations. Library Development staff will be meeting in early December to begin using the data driven process for selected projects. The goal is to create a

culture that identifies the public value our projects add, identifies outcomes for those projects, and then collect data to evaluate our progress in reaching those outcomes.

- Library Development staff have begun meeting regularly to improve training and web content. These drop-in meetings are a way for staff to share knowledge and improve their work processes in order to be more effective and efficient and to diversify their knowledge and skills.
- Extensive research has been completed on server location options for the MSC. Recommendations are being passed along to the MSC Executive Board and the State Librarian. The goal is to create a stable and affordable platform for the MSC.