

# FINAL

## MONTANA STATE LIBRARY (MSL) COMMISSION MEETING 9:00 A.M., FEBRUARY 12, 2014 TELECONFERENCE

### **ATTENDEES:**

Commissioners: Chairman Richard Quillin, Colet Bartow, Jim Gransbery, Lee Miller, Brent Roberts and Anita Scheetz.

Staff: Christie Briggs, Evan Hammer, Jim Kammerer, Sarah McHugh, Kris Schmitz, Jennie Stapp, and Marlys Stark.

Visitors: Nanette Gilbertson and Judy Hart.

**Chairman Quillin called the meeting to order at 9:10 a.m.**

### **AGENDA CHANGES:**

The first published agenda was changed to reflect the new meeting format of a teleconference. Introduction of new staff and longevity pin awards will not be done. The summer institute agenda items will be rescheduled for the April commission meeting and the Risks and Rewards workshop scheduled for February 13 will be rescheduled.

### **APPROVAL OF MINUTES:**

**Motion was made by Commissioner Roberts and seconded by Commissioner Scheetz to approve the December 11, 2013 minutes as presented and the motion passed.**

### **STATE LIBRARIAN'S REPORT:**

A hearing will be held February 13 on the fiscal audit which was completed in mid-December for the last biennium. The audit report is not publicly available for discussion until after it is approved but is on the fiscal website to look at.

The Executive Planning Process (EPP) calendar has been posted. Staff will meet with the office of budget programming planning to discuss the current one time only (OTO) items such as the Water Information Manager and the Talking Book Library digitization project. This meeting will probably take place in March with other priorities being discussed in May, June and July. Managers will have their EPP priorities for the commissioners to review in April.

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Long term building requests such as the proposed remodel to give the Attorney General's office some current state library space have to go through the Department of Administration General Services Division which will kick off a more formal review to determine a more detailed bid to inform. The current estimated cost is between \$200 and \$250 thousand. If included in the prioritized list of requests, this request will be heard in the long range building bill. A purchase order has been done for the cubicle space to be worked on to create more equitable and comfortable cubes upstairs. The goal is to have that work completed by the end of the fiscal year.

Jennie has met with Judy and Nanette to begin discussions of Montana Library Association's legislative priorities. MLA has expressed support for early literacy and the early literacy position, school library support and options to change the laws referred to the 2012 Attorney General's opinion. They all met with the Governor's Chief of Staff in order to make the Governor aware of their concerns with the outcome of the AG opinion. Whether or not the Governor will support legislative changes that MLA may seek is an important factor in MLA's decision regarding whether or not to carry legislation in the 2015 session. The Governor's Chief of Staff said their policy advisors would research the issue further.

Montana was not selected as one of the Race to the Top Challenge Grants for early literacy. This was the fourth year of the grant and there are currently no plans to issue another round.

The unofficial FY'14 LSTA award amount is \$1,059,170 which is up a bit from last year to about pre-sequestration funding levels. The NAC members will discuss these updated amounts in March to form recommendation for presentation to the commission in April.

MSL received their agency review from Timothy Owens of IMLS. He commented that LSTA in Montana is well organized and well run but made a few recommendations, including reviewing federal language proficiency guidelines, having a program manual and retaining all records for a five year planning period until all records for that period can be discarded which would mean for a total of ten years.

There are three new Statewide Library Resources (SLR) programs being developed. The first is a lifelong learning and community outreach project with kits being circulated later this spring which is modeled on the story core project and designed to engage libraries in their communities. The second is the next stage of the technology petting zoos called makerspace kits which will include different learning materials and tools to support science and the arts. This program is still being developed and will be available for libraries to experiment with. The final program is an outreach initiative to support the fiftieth anniversary of the wilderness act. The library is on the coordinating council and will try to make sure the organization is aware of how libraries can support this initiative. Libraries are encouraged to think about the types of programs that can be used in this effort. MSL is developing a web companion to focus on wilderness exploration while highlighting MSL resources.

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Broadband concerns are gaining traction in the Governor's office in light of the recent press about how availability impacts the economy. There has been one meeting to discuss the issue and there will be another to discuss it particularly for state agencies. There was a great panel discussion at Offline. If the Governor develops objectives of his own, the commission could submit a letter of support for those goals.

The COSLA strategic planning group has decided to commit the resources to be proactive in library policy and program shaping and therefore will be hiring an executive director which will result in a small dues increase. One example of the benefit of this is a grant that IMLS awarded to COSLA to begin a CE connector program to develop a national curriculum for director training.

Jennie attended the Billings Public Library opening. It was a remarkable event with a beautiful library which is reflective of the environment of the community. The resources are amazing, including the GB of broadband available. The attendance was great and very representative of Billings.

## **FY'14 SECOND QUARTER FINANCIAL REPORT:**

The Talking Book Library (TBL) trust account is down due to the volunteer appreciation event and the final Patron Outreach Project (POP) payment both of which were previously approved. FY'11 LSTA fund closed as did BTOP so they won't be reported on anymore.

**Motion was made by Commissioner Bartow and seconded by Commissioner Gransbery to accept the financial report as presented and the motion passed.**

## **PROPOSED OCLC GROUP SERVICES CONTRACT COST SHARE FORMULA:**

The Network Advisory Council approved a new OCLC Group Services Contract Cost Share Formula and are now asking the commission to approve a commitment of \$54,933 from LSTA funding for each year of the next three year contract to go towards MSL's contribution to the overall cost share formula.

**Motion was made by Commissioner Bartow and seconded by Commissioner Roberts to approve the three year commitment of LSTA funds as recommended and the motion passed.**

## **LIBRARY DISTRICT TASK FORCE RECOMMENDATION:**

After the draft recommendations were sent out along with a survey designed to gather support, opposition, or neutrality and comments to all points, the task force met to discuss the feedback. The final recommendation of the task force is to NOT seek any revision to the statutes at this time.

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**Motion was made by Commissioner Roberts and seconded by Commissioner Miller to accept the task force recommendation as presented and the motion passed.**

## **MONTANA STATE LIBRARY CIRCULATION POLICY RECOMMENDATION:**

There were no changes from the draft policy presented in December so the draft is recommended for final approval.

**Motion was made by Commissioner Bartow and seconded by Commissioner Scheetz to approve the changes to the circulation policy as presented and the motion passed.**

## **MONTANA TBL POP WRAP-UP:**

Christie Briggs from TBL and Johna Wilcox and Pamela Bennett from The Wendt Agency were available to answer questions. There was a nearly thirty percent increase in new patron enrollment. The marketing materials developed are the property of TBL now so they can be used in the future. Christie has several goals for a permanent patron outreach program. Her follow up plans are attached.

## **COMMISSION GOALS AND OBJECTIVES:**

If commissioners indicate they are committed to attend a rescheduled Risks and Rewards workshop, it will be held in August.

Commissioners are encouraged to attend Spring Federation meetings if they can.

The April commission meeting will be held at the Billings Public Library the Wednesday of the MLA conference. The Conversations with the Commission workshop will be the following day at the Billings Hotel & Conference Center. Just prior to MLA, the Montana Association of Geographic Information Professionals (MAGIP) will be conducting the Intermountain Conference in Billings at the Crowne Plaza Hotel and commissioners are invited to attend.

One or two commissioners need to be prepared to attend National Library Legislative Day in Washington this year. The SHLB conference will be held during this time also so they can attend both events.

## **PUBLIC COMMENT:**

There were none received.

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## **OTHER BUSINESS/ANNOUNCEMENTS:**

The staff reception which was originally scheduled for December will be moved to June. This might become a permanent change as it won't have holiday parties and weather to contend with.

## **ADJOURNMENT:**

**The chairman adjourned the meeting at 10:17 a.m.**

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## PATRON OUTREACH PROJECT\_2014 FOLLOW-UP PLAN OF ACTION

MTBL now has a set of professional tools necessary to follow-up on and transform the Patron Outreach Project to a permanent Patron Outreach Program.

- 1) Accomplish 1-2 annual media saturations per year, focusing on events such as the March Talking Book Library and Disability Awareness month and the October Volunteer Appreciation Event in collaboration with Sara Groves, Communications/Marketing Coordinator. We recently met with Charter to discuss costs for continuing placement of the TV ad. I will review our budget and develop a strategy. I have committed 7% (\$3,100) of my time towards this goal. Build media relationships through 2-4 stories of interest per year, using Wendt editorials and patron testimonials.
- 2) Continue gathering patron "origin of awareness" data. Analysis shows the TV and radio ads had the greatest impact on increased patron enrollment (30%).
- 3) Develop a statewide Volunteer Advisory Group by building on the volunteer ambassador pool that the interest from the newspaper ad produced. Create additional newspaper ads for specific volunteer needs.
- 4) Customize and maximize the Wendt outreach tools, database, and newly developed volunteer ambassador contacts for on-going mailings, conferences, conventions, and all outreach opportunities to maintain MTBL awareness in the public.
- 5) Continue to improve and bring new service ideas and awareness to the public and increase patron interest through social medial. Evaluate what works and meets our goals and adjust accordingly.

Challenges: budget, staff turnover, training and administrative responsibilities.

Opportunities: integrating the professional tools we now have from the POP campaign into all current and new outreach activities.

Submitted by: Christie Briggs, MTBL Supervisor  
2/12/2014