

# Memo

**To:** Montana State Library Commission

**From:** Jennie Stapp, State Librarian

**Date:** August 10, 2017

**Re:** **Trust update and expenditure requests**

Since the Commission last met, the State Library has received two donations to the State Library Trust. One, for \$10,000, is earmarked to create a foundation. The second, for \$1,818,000, is a general donation though the donor wishes to use some of the monies to support Talking Book Library (TBL) services. The balance in the Trust, as of August 1, is \$1,861,789.

To support TBL, the staff is researching costs necessary to complete the digital conversion of the remaining analog TBL collection. This work has gone unfunded since the process began with one-time-only monies in FY 14. In 2015, staff estimated that a contract to complete this work would cost approximately \$120,000. Staff will make a subsequent Trust request for this project at a later date.

**Action 1:** The State Librarian requests authority to use Montana State Library Trust funds to help fund the start-up of a foundation. This action gives the State Library authority to conduct a Request for Proposal (RFP) to select a foundation consultant who would work under contract to conduct the work identified in the Montana Libraries Foundation white paper. In order to conduct the RFP effectively, the State Library further requests authority to use Trust monies to enter into a short-term contract with a nonprofit consultant. This consultant would draft the RFP based on input from staff, Commissioners, and key stakeholders.

**Cost estimate: Not to exceed \$5000.**

With the help of a consultant, the State Library would issue an RFP no later than October 1. Responses to the RFP would be due on or around November 15 and selection of a successful candidate made before the December Commission meeting so that a subsequent trust request can be made to fund the contract. The State Library desires to enter into contract with a foundation consultant by January 1, 2018.

**Action 2:** The State Librarian requests authority to use Montana State Library trust funds to enter into contract with a consultant to lead a public relations campaign. The purpose of the campaign is to educate Montana citizens and key stakeholders about the essential nature of the services and information made available by the Montana State Library, other Montana libraries, and the information community. The State Library desires to enter into contract as soon as possible. The contract would continue through June 2019. Deliverables of a contract would include, but are not limited to,:

- An analysis of awareness and education gaps about the programs and services of the State Library, Montana public libraries and the information community;
- A public relations plan that prioritizes outreach that will strategically fill those gaps;
  - Outreach may include media buys, op eds, meetings with stakeholders, development of marketing and educational resources that can be used and shared by stakeholders around Montana;
- Identification and support of a broad coalition of stakeholders that work during the legislative interim to support restored and enhanced funding for the State Library and state aid for public libraries.

**Cost estimate: \$150,000.** This amount is based on a previous contract to support an outreach campaign for the Talking Book Library. That contract amount was \$100,000 for the single program in 2011.

A public relations campaign aligns with the priority for outreach that the Commission discussed during strategic planning last year and is a critical need in the face of current budget cuts and future fiscal uncertainty. This request is necessary because the State Library has limited in-house capacity to conduct a large-scale public relations campaign. The State Library also recognizes that we would benefit from outside expertise to help conduct a campaign of this nature.

It is the State Library's intent that this contract leverage and augment the work of the Montana Library Association's Government Affairs Chair as well as key stakeholders around Montana.