

NETWORK ADVISORY COUNCIL (NAC)
Tuesday, March 13, 2018
Montana WILD and GoTo Meeting

ATTENDEES:

Council Members: Chair Tracy Cook, Matthew Beckstrom (online), Pamela Benjamin (online), MaryKay Bullard (online), Dana Carmichael (online), Carly Delsigne (online), Joanne Didrikson, Eva English (online), Elizabeth Jonkel (online), Sarah McClain, Hannah McKelvey (online), Bruce Newell, Kelly Anne Terry (online), Laura Wight (online), Sonja Woods (online)

MSL Staff: Jennie Stapp, Cara Orban (online)

Guests: Jodi Smiley, Ty Pierce, Michele Kristakis, Maruta Skujina

Chair Cook called the meeting to order at 9:37am.

CHANGES TO THE AGENDA:

Chair Cook requested that the WISE demonstration be moved from its current location on the agenda to take place after the minutes were adopted for the convenience of the OCLC team. Members were okay with the change.

APPROVAL OF THE MINUTES:

Elizabeth Jonkel, Joanne Didrikson, and Hannah McKelvey were present at the November 14, 2017 meeting and asked to be added to the list. A motion was made by Member Didrikson and seconded by Member Woods to approve the November 14, 2017 minutes as corrected and the motion passed.

WISE DEMONSTRATION:

Ty Pierce, Maruta Skujina, and Michele Kristakis gave a presentation about their new tool - WISE for members of the NAC. OCLC staff answered questions from members about patron privacy, better cooperation between schools, academics, and publics, features within the system, and vendor integration.

After the presentation, members discussed the possibilities, pros, and cons of designing a system built around the patron.

Members convened for lunch at 11:55 and re-convened for meeting at 12:25

STATE LIBRARY UPDATE:

State Librarian Stapp reported on the plan to create a statewide library foundation that will benefit all types of libraries – a foundation that helps us to achieve our statewide library goals. The committee reviewed the RFP responses and recommended a candidate be selected. The candidate was interested and a contract was on its way to the company for a signature.

Stapp also reported on the second RFP that the State Library would like to release. This RFP is for a public awareness campaign built around the essential nature of libraries. Stapp believes that we will benefit from having someone who has experience in marketing and public relations. Vendors are being asked to provide a toolkit for libraries, training for librarians, and to provide help with building a coalition. Responses were due in early March. A committee is reviewing the responses and will make a final decision in mid-March.

Stapp gave an update on the budget process for MSL. We will not be going through the traditional process which involved creating a wish list. The Commission is taking a closer look at our funding streams and the political climate. We are keeping guidance from the Governor's Office in mind. As reminder state aid per capita for public libraries is void for two years. It should return as long as the statute isn't changed.

Stapp gave a report on Coal Severance Tax monies. She recapped the changes that have occurred. Money is flowing more frequently into the account. We have paid OCLC, SirsiDynix, and the libraries that receive federation funding. Next on the list is Overdrive and digitization. If any money is left at the end of the fiscal year, it will be sent to public libraries to somewhat compensate for the loss of state aid funds. We are allowed to accumulate funds to help manage cash flow. This is something we are planning for as we learn more about this process.

Stapp's final update was about the work of the State Library when it comes to data reporting and evaluation needs. Staff continue to identify what data we need. We are working with Commission members to determine success metrics for MSL. The Commission has mentioned things like financial health and overall satisfaction of staff members. Stapp would be interested in hearing what the NAC considers a success indicator for library development. What do members need to know to make decisions? She gave some examples of possible success metrics like the number of libraries that meet standards as well as the number of librarians and trustees that are certified.

BUDGET UPDATES:

NAC Members responded to Cook's question about what can MSL do to help by mentioning that a toolkit and training from the public awareness campaign will be very helpful. NAC members liked the direction that MSL was taking to position libraries to succeed in the future. One key point mentioned and supported by NAC members was the importance of talking about librarians and what they do to make things happen. The human connection is missing and must be discussed.

NAC members thought we should address the non-essential discussion and talk about what we do. NAC members also agreed that libraries are taking on more and more work as budget cuts impact other services. Members wondered if we could create an inventory of all of the non-traditional library services we offer. We must start saying no and/or ask for the resources to provide those services. Members wondered how Montana's average per capita compares with national per capita funding.

Members also brainstormed possible funding ideas for libraries.

STAKEHOLDER ANALYSIS OF USAGE OF LDD SERVICES

Cook presented a map showing usage of library development services. She asked members for feedback on the memo she sent with reasons for lack of usage. One suggestion was to add "lack of

understanding/training about the service.” Members had a few questions about what was meant by the reasons listed and how library development is going to use this information.

Cook reported that we already started using it by taking the time to analyzing reasons for lack of use and what next steps staff could take if the reason seemed surmountable. Cook was happy with the findings which indicate heavy usage of most of the services and no gaps in geographic areas.

LDD WORK PLAN:

Chair Cook asked if anyone had any questions about the informational report she shared. She wanted to share the Library Development work plan to show how we used the goals and outcomes that the NAC identified at their August meeting to plan activities for this year.

Cook gave an update on the acquisitions pilot project and a smaller sub-group pursuing a cooperative collection development pilot.

SUCCESS INDICATORS:

NAC members reviewed the questions Cook asked about identifying success for the outcomes library development is working on this year. Cook took notes for each outcome. Ideas included thinking about how the patron benefited from collaborative efforts; identifying behaviors of librarians and trustees that have the knowledge and skills to collaborate; identify how/whether or not library staff can shift to local tasks through the time savings of collaborative efforts; libraries are mentioned in a positive light; librarians are asked for help with community issues; librarians and trustees have the knowledge to measure the value they are receiving from traditional versus digital services; and how many libraries meet the national broadband standards.

Members indicated that they would like to see the process and would like to know what is going well and what makes library development staff panic. They also would like to see examples of success or failures related to these outcomes.

NAC WORK PLAN:

Cook asked the group if they had any questions about the NAC work plan. Member Newell talked about the role of the NAC. He proposed that the NAC should challenge the Commission with ideas for library services and where the State Library should be going in the future. NAC members discussed Member Newell’s suggestion.

Members mentioned some concern about the last two items on their work plan – advocate for net neutrality and help with a master service agreement with ISPs. Cook said some work is being done on those items, and she was okay with the NAC leaving the top two items of promoting interlibrary cooperation and preparing a budget. Members discussed the pros and cons.

Member Delsigne moved and member Didrikson seconded to retain promote interlibrary cooperation and developing a budget on the work plan while striking advocate for net neutrality and master contracts with ISPs. Member Newell asked to make a friendly amendment to table those items and revisit them sometime in the near future. Delsigne and Didrikson were fine with that amendment.

Didrikson expressed a concern and desire for the State Library to continue to support the master service contract. Stapp reported that staff are working on this, but it is slow progress.

After some additional discussion, **the motion as amended was passed.**

OTHER BUSINESS & ANNOUNCEMENTS:

Cook reminded the members that the August retreat was happening on August 14 and would be in Helena at Montana Wild.

Stapp mentioned the upcoming Commission meeting that is being held at MLA. She also encouraged members to attend "Conversations with Commissioners" and an e-rate session.

PUBLIC COMMENTS:

There was none made.

ADJOURNMENT:

The meeting adjourned at 3:15pm.