

Network Advisory Council (NAC)

Thursday, November 14, 2019

Montana State Library – Grizzly Conference Room

1515 E 6th Avenue, Helena, MT

Attendees:

Council Members: Chair Jennie Stapp, Cody Allen (online), Pamela Benjamin, Honore Bray (online), Teressa Keenan (online), Sarah McClain, Susie McIntyre, Bruce Newell, Belinda Potter, Doralyn Rossmann, Nancy Schmidt, Jodi Smiley.

MSL Staff: Jessica Edwards, Tracy Cook, Cara Orban, Jemma Hazen, Amy Marchwick, John Kilgour, Jennifer Birnel (online), Pam Henley (online), Jo Flick (online).

Call to Order, Safety Brief, and Introductions:

Chair Stapp called the meeting to order at 9:32 a.m. and provided the safety briefing. The NAC members and Montana State Library (MSL) staff then introduced themselves.

Approval of the Minutes:

No changes were made to the August 6, 2019, meeting minutes. A motion was made by Member McIntyre and seconded by Member Benjamin to approve the August 6, 2019, minutes, and the motion passed with all in favor, none opposed, and none abstaining.

Joys and Concerns from Representative Groups:

Chair Stapp invited the NAC members to share joys and concerns from the libraries they represent. Feedback from the group included the following:

- Member McClain shared a concern about small special libraries missing large databases after they had been cancelled due to budget cuts and wondered if there are opportunities to collaborate with other libraries to acquire those services.
- Member Benjamin shared that Trails is working in conjunction with the Montana University System on a statewide Open Educational Resource (OER) effort. An OER is content made available for reuse, modification, etc. It is much needed for textbooks and helps hold down textbook prices.
- Member McIntyre expressed some concerns about the Great Falls Complete Count Committee and how well Census preparations are going in Great Falls. Chair Stapp notified the NAC about Census resources available for libraries and MSL efforts related to the Census. Members Schmidt and Bray also expressed concerns about local government officials and Census officials not understanding libraries' role in the 2020 Census.
- Member McIntyre shared that Great Falls Public Library is hosting an event about homelessness and libraries. They have received negative feedback about homeless people in the library and expect the event to be contentious.

- Member Schmidt expressed a concern from the Federation Coordinators about staff having log-in troubles when preparing certain reports. Tracy Cook has corrected this problem.
- Member Smiley reported on joys and concerns from several medium-sized libraries including Whitefish, Chouteau County, and North Lake County Public Library. The MacMillan embargo is a concern for some of these libraries.
- Amy Marchwick presented concerns from the Montana Shared Catalog (MSC) Partners related to hold sheltering. The NAC members discussed several aspects of this problem, and Member Newell suggested that this topic be addressed with the MSL Commission. Jemma Hazen explained a pilot program started at smaller libraries to curate a browsing collection sheltered from holds, as well as recent discussions about creating a shared floating collection that belonged to all the Partners. This idea got a lot of positive feedback, and the Partners would like to pursue it if there is funding available. After further discussion, Chair Stapp indicated that this topic will be kept on future NAC agendas and will also be added to the Commission's December meeting agenda.
- Member Smiley expressed concern about libraries' shared resources getting damaged at different libraries and the libraries that own the resources not getting compensated.
- Jennifer Birnel provided an update on published and completed collections and new ambassadors for the Montana Memory Project (MMP).

FY20 Work Plan Update:

Montana State Library Update

- *Follow-up on Gov Delivery Request*

There was a request at the last NAC meeting to look into Gov Delivery, which is a communication tool that the state has licensed. Amy Marchwick and several other MSL staff have taken on the role of implementing this tool, which can hopefully be used as a more up-to-date and direct communication tool for libraries.

- *Macmillan eBooks Discussion*

Member McIntyre provided an overview of how Montana libraries are responding to the Macmillan embargo. The Montana Library2Go selection team and executive team have decided not to boycott Macmillan. Their current position is to purchase as they normally would, and if someone puts a hold on a Macmillan title they get a message saying that the consortium can't buy extra copies due to the embargo. When the embargo is over, those items will be part of the normal holds procedures. Member McIntyre explained the licensing models that publishers use when selling e-books to libraries: either in perpetuity or metered. Metered licenses are for a set number of checkouts or months, similar to leasing. Macmillan does not represent a huge share of the market, but the greatest fear is that other publishers will follow Macmillan's model.

Chair Stapp updated the NAC about the recent Chief Officers of State Library Agencies (COSLA) annual meeting and COSLA's discussion with John Sargent, CEO of Macmillan. Sargent's view is that library lending is driving down consumer purchases of e-books. He believes that library purchases will continue to grow exponentially, but librarians see certain budgetary constraints that will limit library purchases of e-books. Sargent believes that only 8-10% of library patrons in a holds queue will decide to purchase the book. COSLA requested data on this assertion, which Sargent said he would provide but has not yet done so. Sargent expressed interest in working with COSLA to explore other models. COSLA is interested in engaging with other publishers and is concerned that they may follow Macmillan's model. Sargent said that he might be willing to retract the embargo if data proves him wrong. Other states are actively involved in boycotts of

Macmillan. Libraries in Montana need to be prepared to react to the possibility of other publishers following Macmillan's lead.

Member McIntyre noted that this conflict could be avoided if right of first sale were extended to e-books. Chair Stapp said there's a lot of agreement on that point, but it will take a lot of time to achieve. Member McIntyre also voiced frustration with the metered model of licensing. It makes things very challenging for the selection team. Library budgets would have to be much larger to meet all the requests of patrons using metered licenses.

Chair Stapp explained that Open Library through Internet Archive is a possible alternative. Basically, it works by digitizing a print copy of a book and then circulating it electronically. It has been endorsed by COSLA and upheld in the courts.

Chair Stapp mentioned that libraries and publishers have a shared mission of creating readers. Publishers should see libraries as playing a role in creating consumers. Cara Orban mentioned that, if that type of economic argument were to be made, she would like to see data about how libraries facilitate discovery and promote book purchasing. Member McIntyre expressed support for hiring an economist to look at this issue.

Another question raised by Sargent was whether availability or price is more important. NAC members felt that both are important. Price is very important because it impacts availability. One of Sargent's statements about book price was that if a book's price is lowered, it devalues the book and shows less value for the author.

Chair Stapp stated that MSL is not in a position to push Montana libraries in a particular direction. MSL will continue to keep libraries and NAC members updated on this topic.

- *HB633 Update*

Chair Stapp updated the NAC on the House Bill 633 interim study being conducted by a subcommittee of the Legislative Finance Committee. The subcommittee has been very supportive of MSL and seems committed to finding more stable sources of funding. MSL hopes to drive the committee's efforts and has prepared a budget proposal, which would essentially triple the current MSL budget, and several potential funding options. The Governor's Office has described the budget as "hopeful." The next meeting of the committee is December 16th, which should provide a sense of the members' reaction to the budget. Chair Stapp's hope is that the committee members will be less concerned with the size of the budget if they are presented with ways to fund it, and MSL has done that.

Small Group Work Update

- *Request for Information (RFI Updates)*

Cara Orban updated the NAC on the RFI process for OCLC group services. Several NAC members have volunteered to help evaluate responses to the cataloging, interlibrary loan, and content-management RFI. MSL received six responses for the e-content RFI, which are being reviewed by Member McIntyre and the Montana Library2Go executive committee. The contract for Montana Library2Go will go to RFP as required by state procurement requirements. MSL is also using this RFI as an opportunity to look at different vendors, formats, and purchasing options as possible supplementary services for the library community.

OCLC responded to all the sections of the resource-sharing RFI. No other responses were received for cataloging or interlibrary loan services. Additional responses were received for content management systems. There is interest in separating that component of the contract out and going to RFP for that service, because there are now several other vendors providing a similar service. MSL is still considering what to do with the contract for cataloging and ILL services.

Jennifer Birnel updated the group on Digital Archive services. The Montana Memory Project (MMP) has looked at alternatives to OCLC's Digital Archive and is transitioning to using the state data centers for digital content storage. This transition will reduce costs significantly for MMP. Member Rossmann inquired about Montana State University also participating in the new data storage arrangement, and Birnel will follow up with her about that.

Chair Stapp invited discussion of these different procurement processes, particularly for ILL and cataloging services. Orban explained some current frustrations with OCLC and why MSL is interested in exploring other vendors. Member Bray, as a representative of large libraries, expressed concern about ending the contract with OCLC. Other concerns included reducing the scope of what is available to patrons, staffing time and costs required to transition to a new service provider, and different cataloging needs at libraries across the state. Chair Stapp explained that MSL is not considering creating a cataloging department, but it is interested in knowing how cataloging can scale across the state. She would like to continue a discussion of which libraries do original cataloging and which libraries don't have that expertise.

- *Civil Engagement*

Tracy Cook updated the NAC on civil engagement work being conducted by herself, Member McClain, Member Smiley, and Amelea Kim. They will be working with the Bar Association to sponsor a Law Day in May focusing on voting and the right to vote. With respect to civic engagement, they want to encourage libraries to provide space and resources for community members to solve important community issues. Cook will reach out to local governments and other organizations for their input. These discussions will likely be different in each community. Cook noted that MSL has a lot of great data that can be provided to libraries for these events.

- *Economic Development*

Cook reported on Amelea Kim's behalf on economic development work that MSL staff and NAC members have recently undertaken. The group plans to hire a contractor to advise on the best ways for libraries to support economic development.

- *New Niche Academy/Mental Health Follow-up*

Cook explained that Niche Academy offers training for addressing mental health issues. MSL would like a few volunteers from the NAC to take this training and provide feedback on whether it is helpful for librarians. Interested members should contact Jo Flick.

[FY21 Work Planning for Staff & NAC – Budget Preparation Work:](#)

[Review of Objectives in LSTA 5-Year Plan](#)

Chair Stapp prefaced discussion of this item with an explanation of the Montana Land Information Advisory Council's annual Land Information Plan and budgeting process and how they relate to the annual Montana Land Information Act (MLIA) Grant Program. MSL is interested in aligning the planning cycles for library development and GIS information, which would allow staff more time for implementing work at

the start of the fiscal year. MSL would like to engage the NAC in the work planning process for fiscal year 2021, and approval of the FY21 budget will hopefully be an action item at the NAC's March meeting. Chair Stapp provided an update on Institute of Museum and Library Services (IMLS) funding, which will depend on Congressional action on the federal budget and will likely remain level.

Tracy Cook explained that MSL must create a 5-year plan as a condition for receiving funding from IMLS. MSL's current plan has five goals:

1. Collaboration;
2. Community education and outreach;
3. Development of librarians and board members as community leaders;
4. Internet access for all Montanans; and
5. Financial and moral support for libraries from their communities.

A lot of progress has been made on the current 5-year plan's goals and objectives. The NAC engaged in a discussion of how to prioritize the remaining objectives, which objectives could be removed, and how to measure success for the various objectives.

Member Potter asked about current participation in the MSC. Amy Marchwick explained that 186 libraries and branches, which includes 112 separate entities, are currently members. Twenty-two public libraries are currently not in the MSC, and there are hundreds of school districts not currently participating. There was discussion among MSL staff and NAC members about how much interest in joining MSC there is among the non-member libraries.

Member McIntyre mentioned that the RFP process for Montana Library2Go will require a lot of staff time, so the Library2Go objectives in the plan are probably not reasonable to achieve.

The NAC discussed the current courier service and its limitations. Most libraries are satisfied with Montana Air Cartage—the current vendor—but there are some frustrations with its delivery model and lack of sorting and tracking capabilities. The group brainstormed some possible alternatives. Member Benjamin suggested contacting the Western Transportation Institute at Montana State University to see if it would be willing to study this issue. Chair Stapp supported the idea of reaching out to the Institute as well as state agencies such as the Department of Administration.

[Lunch Break from 12:04 to 12:40 p.m.](#)

Following the lunch break, the NAC returned to discussion of work plan items and concluded discussion of the courier service. Member Potter suggested looking into Cape Air for courier services.

Member Benjamin stressed the importance of economic development work, especially considering the likelihood of a recession sometime in the next five years. She suggested trying to anticipate how libraries can help their communities weather a recession.

Under Goal 5, Member Newell highlighted meeting the needs of non-users and training librarians and board members on different models of cooperation as important objectives to focus on. The group discussed ways to strategically address populations that should be served by libraries, as well as political strategies for library directors to build community connections and support. Member Newell had recommended to the Library Standards Task Force that the revised public library standards be addressed

to library trustees and be structured in a way that allows trustees to self-evaluate. Tracy Cook mentioned that she has received a lot of feedback from librarians that they would like assistance on how to address both of these topics—how to meet the needs of non-users and how to engage with community leaders. She mentioned that some libraries are joining the Let’s Talk Initiative to help connect young people with mental health resources. Friends groups can also advocate for libraries, and one recent proposal has been to create a statewide network of Friends to advocate for libraries.

Member McIntyre mentioned that a lot of the objectives in Goal 5 dovetail with Goal 3, which addresses community leadership. Civil engagement programs at libraries can help build community support. For example, the Mayor of Great Falls is very excited about the Great Falls Public Library’s upcoming program on homelessness. Chair Stapp stated that, in regard to community leadership, success would look like having identified library champions in the community and librarians being confident advocating for their libraries. Member Newell added that it would also look like the library listening to people who have something to say that the library needs to know. Chair Stapp suggested some data analysis of these needs to better understand how to address them. She supported the idea of tying this topic to civil engagement.

Cook asked Member Newell what he envisioned success would look like when it came to training librarians and board members on different models of cooperation. Member Newell said that trustees understanding the Montana Shared Catalog and its value would be a measure of success. Cook explained that the Directors’ Institute has wanted to address the topic of collaboration for a while. One desired outcome is that directors are prepared to discuss the value of collaboration with their boards. Another desired outcome is that librarians will honestly articulate the problems they see.

The NAC members and MSL staff discussed what objectives in the 5-year plan should be abandoned. Cook recommended discarding Goal 2—outreach/lifelong learning—as it is addressed by the community leadership goal, and the way Amelea Kim has approached Goal 2 is more in line with community leadership. Member Newell suggested tabling Goal 2 and reevaluating it in a year.

[Liaisons to Various Groups](#)

The NAC discussed possible collaboration with organizations that MSL does not currently partner with. Potential partners/resources suggested by NAC members were the Montana Nonprofit Association, DPHHS and other social services organizations, the Best Beginnings Advisory Council, AmeriCorps’ county-by-county list of resources, montana211.org, Humanities Montana, Montana Association of Museums, Digital Public Library of America, askbertha.com, and newspapers. Member Smiley told the group about how she has built an effective relationship with her local newspaper in Boulder. Chair Stapp proposed a community mapping exercise for the NAC’s August retreat to identify opportunities for partnerships.

[Select Work Plan Priorities for FY21](#)

Chair Stapp reviewed the main items that the group had discussed related to work planning:

- Growing the Montana Shared Catalog;
- Initiating a discussion with the Western Transportation Institute and other state agencies to explore courier options;
- Anticipating a recession and tying that to economic development efforts; and
- Community leadership and tying it to civil engagement, including identifying library champions, having librarians become confident advocates for their libraries, identifying and engaging different groups in libraries’ communities, valuing collaboration, exploring the needs of non-

users, and board member advocacy for libraries. The group discussed what a success measure for meeting the needs of non-users would be and eventually determined that it would be thinking about who might not be getting value from the library and why that is.

Since the NAC was not yet ready to take formal action on these work items, Chair Stapp requested the NAC's agreement that MSL is on the right track with them. MSL staff will refine them and present them to the NAC in March. The NAC agreed to this plan.

Supporting New NAC Members:

[Discussion of Ideas for Supporting New NAC Members](#)

The NAC discussed the following suggestions related to improving orientation of new members:

- One suggestion made at the NAC's August retreat was to educate new members about the history of the NAC.
- Another suggestion was to have a "buddy" orient the new members, and the group discussed how this could be structured. Member McClain suggested assembling a list of peer mentors that new members could reach out to, rather than having people assigned to each other.
- There was discussion of developing a job description for NAC members. MSL would like to have more consistency across the three advisory groups that advise the State Library and would like to have a discussion with staff before developing job descriptions.
- Member McIntyre suggested that having name tags or table placards at meetings would be helpful, and the group agreed that this would be a good idea.
- Explanation of funding sources would be helpful, as would a guide to frequently used acronyms.
- Member McIntyre suggested sharing an organizational chart with the group to help them understand what is reasonable to request of MSL staff. Tracy Cook and Jemma Hazen noted that the day-to-day workload of MSL staff can also make prioritizing larger projects tricky, because a lot of staff time is devoted to responding to thousands of calls about the MSC and other similar daily duties.

[Break from 2:01 to 2:08 p.m.](#)

[Fair Library Access Resolution:](#)

The NAC continued discussion of the Fair Library Access Resolution that was begun at the August retreat. Chair Stapp highlighted the difficulty of determining what core library services are.

[Public Library Standards Task Force Update](#)

Tracy Cook updated the NAC on the work of the Public Library Standards Task Force. A first draft of the standards has been submitted to the Task Force for review. Cook explained the different sections of the standards—boards, services, programs, collections, personnel, and advocacy/community relations. Member Newell proposed a format for the board section of the standards that made them more of a library development tool, rather than just a checklist. Cook has applied that approach to other sections of the standards. After a process of review and feedback, Cook felt that the second draft of the standards is closer to the spirit of the Resolution than the first draft was.

Analysis of Public Library Statistics

An MSL intern is analyzing public library statistics over a 10-year period and identifying libraries that rank lowest in circulation per capita, funding per capita, usage per capita, etc. The goal is to gather data on which libraries are most in need of assistance and then develop a strategy to help those libraries.

Discussion of Core Library Functions

Chair Stapp asked the NAC members for their input on core library functions. Member Newell noted that they evolve over time and vary from library to library, so naming specific tools is less useful than naming essential ways that they serve their communities. Member McIntyre cautioned against mission creep and libraries trying to provide too much. Member Bray stated that each community needs to approach its core services differently depending on their available community resources. For example, the Missoula Public Library partners with the local food bank by providing space for the food bank at the library. Member Benjamin observed that libraries don't need to provide all services, but they can help facilitate services for people in need. The common theme is that libraries provide help to people.

Tracy Cook asked what people value about libraries. The NAC discussed how books and a safe, welcoming space have traditionally been regarded as core functions. Member Smiley said that libraries are centers of community, and she shared some stories about how the library in Boulder has become a gathering place for the community and hosts a lot of community events. Member Potter reiterated that libraries facilitate connections with other community resources. Cook suggested having this conversation with the wider library community to gather its input. Jemma Hazen mentioned that shared services like the MSC help support successful library programs, because it provides the space for local libraries to meet the needs of their communities.

Chair Stapp asked the NAC what would be helpful for identifying core library functions. The group discussed getting input from community leaders and elected officials about what they see as core library functions. These conversations can be challenging, because not everyone agrees on how tax dollars should be spent and what libraries should be providing. The group continued to discuss challenges currently faced by libraries, such as resistance to change and tensions between different groups of patrons.

2020 Calendar Year Meeting Dates:

Member Newell moved to accept the meeting dates proposed in the "Setting Meeting Dates for Calendar Year 2020" memo. There was discussion among the NAC members about shifting some of the dates, and they decided on March 12, May 28, August 13, and November 12, 2020. The amended motion was seconded by Member Schmidt, and the motion passed with all in favor, none opposed, and none abstaining.

Public Comment:

There was no public comment.

Other Business and Announcements:

There were no announcements or other business presented by the NAC members.

Adjournment:

The meeting adjourned at 3:12 p.m.