

NCPLDA General Meeting
March 30, 2017

Attendees: Tammy Baggett, Jane Blackburn, Brigitte Blanton, Judi Bugniazet, Ruth Ann Copley, Hannah Easley, Sarah Greene, Leon Gyles, Agnes Ho, Ross Holt, Margaret Marshall, Leslie Mason, Jane McAllister, Patti McAnally, Angela McCauley, Laurel Morris, Emery Ortiz, Ginny Orvedahl, Jennifer Patterson, Donna Phillips, Cheryl Reddish, Catie Roche, Jennifer Sackett, Virginia Sharp March, Sandra Silvey, Susan Simpson, David Singleton, Sylvia Sprinkle-Hamlin, Sharon Stack, Mike Wasilick, Jeff Watson, M.J. Wilkerson

Call to Order

Tammy called to order at 1:05pm. Susan Simpson welcomed all of us to Craven County.

I. Previous Meeting Minutes

A motion was made by David Singleton to approve the minutes of the general session meeting held December 1 & 2, 2016. Laurel Morris seconded, and the motion passed.

II. Treasurer's Report

Jane McAllister presented the treasurer's report. The CPA has all the necessary information for 2016 in order to file the 990 tax form. The board approved shredding documents per CPA guidance. The lobbyist is paid through the first quarter of 2017, and all Ancestry fees are paid.

There is 100% participation in the NC Kids digital platform fee, and libraries contributed an additional \$9,000. Ruth Ann Copley has purchased enough content to file a reimbursement with the State Library.

The vendor for this meeting is Findaway. There were 37 registrations.

The reconciliation for 2016 was completed and reconciled to the penny. The bank transition to Tammy Baggett as president was completed.

III. Introduction of New Directors

There are no new directors to introduce at this meeting. Jeff Watson and Cheryl Reddish led the group in an activity based on when everyone graduated from library school. Jennifer Patterson and Hannah Easley tied, having both graduated in 2014, and will each receive a \$20 gift certificate.

IV. Recognitions

This is Susan Benning's last meeting. She has been director since, 2012, but spent 20 years as a library employee.

The day was recognized as Jennifer Patterson's birthday.

V. Group Activity

Tammy led the group in an activity around the meeting theme of technology, safety, and collaborative spaces. The group broke up in to five teams, with each team receiving one of the letters in STEAM. The teams then spent time expressing in words, art, etc. on their letter what STEAM means to them.

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I. Legislative Advocacy – Jennifer Sackett

Jennifer thanked those who have responded to the call to contact their local representatives. She reiterated that if you were asked specifically to contact a representative and have not done so yet, please do so quickly. There is money in the budget pool, and if want to return to our previous funding level, now is the time. They presented three items to fund, with priority is the following order:

- State Aid increase
- Recurring line item for NC Kids
- NC Live

The Senate will vote first, and help is needed in getting the Senate to appropriate money, as there are new people and they have to be educated on the issues. While some elected officials are being specifically targeted, everyone else is also important. Members were asked that if they have not had day in the district or made personal contact, this needs to happen in next week.

Jennifer met with new state First Lady. Her platform is Reach Out and Read, and she is trying to work out how to tie-in to this, if possible

The NC Live committee met in February to discuss how to go forward and how to make the money stretch. Initially all communities of interest (COI) agreed to make the request for increased funded, however all have pulled out except public libraries. It is not anticipated that resources will be lost, but there may not be any added.

Members were asked to send in testimonials of how state aid has provided for their libraries. The chart of appropriated state aid created by Ross Holt will go on State Library site. Handouts will be on NCPLDA website, will send out email when available. If you need tailored information Amanda Johnson at the State Library can help pull information together. If you are prevented from personally lobbying representatives, Molly Westmoreland at the State Library can provide training for boards and friends groups.

It is currently unclear how critical the federal IMLS issue will be for libraries. In North Carolina, “Dear Appropriator” letters do not go over well, so members were encouraged to hold off acting on the request from NCLA. Jennifer and Cal Shepard are working on strategy. The federal government is interested in how IMLS money fixed problems, so testimonials of how LSTA grants helped are encouraged. These testimonials will be gathered and used to create a “story” of how constituents were impacted.

II. NC Live – Rob Ross

Rob will email his slides to the group.

The return on NC Live is good, delivering approximately \$7 for every \$1 spent. With the options currently being considered, that could go to \$10-12 per \$1 spent. The UNC system funds the NC Live staff from their allocation. There are currently 205 communities of interest (82 public, 59 cc, 36 NCICU, 28 UNC schools), and the content is the same for all libraries. The three priorities are engage, demonstrate impact, and grow.

There have been some staff updates:

- New instruction librarian – Caroline Hallam; developing instructional content
- Kim Henze – Community Engagement Librarian (June 1)
- Erin Holmes, contract ends June; Josh Wilson resigning - will be out of System Librarians for a while

There are several new items in the works:

- Homegrown collection - \$45K raised and new titles will be available this summer
- Impact Campaign: to help libraries promote NC Live
 - Patron Success Stories
- 2018-2020 Resource Cycle
 - Key selection criteria
- Final decisions in May, final contracts Aug (will announce as soon as contract finalized)
 - New cycle begins in Jan 1, 2018
- UNC-TV Bookwatch added
 - Cross-promotional opportunities with Homegrown
- Plug & Play Stats
 - New stats portal, identified common usage reports that libraries submit
- NC Historic Newspapers
 - Newspapers.com, published before 1923
 - Originally just at UNC on-campus but was renegotiated, will be available to all libraries Summer 2017
- Discovery Portal
 - They are soliciting feedback on the beta site and it will launch June 1
 - Nclive.org/newsite
- Website service for libraries
 - Uses LibGuides, but won't look like a LibGuide
 - Homepage and interior page that meet latest accessibility standards
 - Cost \$300 one-time fee
 - Nclive.org/webservice
- Stay connected with NC Live
 - www.nclive.org/blogs/rob
 - Training
 - Annual meeting will be May 22, 2017, in Raleigh

III. **NCLA** – no report

IV. **NCPLDA – Tammy Baggett**

Tammy reviewed the process she used to investigate the issue of who should attend NCPLDA meetings. A survey was sent to membership regarding who should attend NCPLDA meetings. The majority responded only directors at all meetings (38.56%), or for a portion of the annual meeting in December (23.13%). These findings were discussed at yesterday's board meeting, and the final decision was to let the survey speak for itself and allow invited attendees to the awards portion of the December annual meeting. The bylaws will be amended at the December meeting. Members can contact Tammy if they wish to discuss this issue further.

The tentative date for the summer meeting is August 10 & 11, with the state library summit on August 8, and the location will be Asheville. However, this is not finalized. The fall/winter meeting is tentatively scheduled for December 7&8, with location to be decided.

Part of the reason for the desire to let non-directors attend meeting is succession planning and Ross Holt and Michael Roche have submitted a proposal for a pre-conference NCLA workshop entitled "So you want to be a public library director?" They felt there is a need to train successors, and how best can we get assistant directors, branch managers, etc prepared to assume the role of director. The pre-conference would be all day Tuesday. It will not focus on things like budget and personnel, but would be more conceptual. They plan for a panel of local officials to talking about how to talk to funding authorities, Molly Westmoreland to talk about how directors can talk to Friends and Trustees, Dr. Shackelford from Randolph Community College to present his talk "Notable Traits of a Great Organization", have a working lunch, then panel of directors. The board voted to contribute up to \$2,000 for this workshop.

V. **State Library Update – Cal Shepard**

Cal will email her slides to the group.

Regarding the current concern of IMLS funding she shared that if IMLS goes away, it will be in the future and would not be an immediate cut.

They will be redesigning the open youth services consultant position before posting. Benjamin Murphy has been hired to fill the Cardinal Program Manager position.

Cal covered several program initiatives:

- NCpedia
 - If you come across NC fact, figure, story, that isn't in NCpedia, please let them know
 - The article with the most hits (over 100K) is regarding women in 1920's in North Carolina
- National Genealogical Society meeting is in Raleigh May 10-13, 2017
- Virtual Family History Fair
 - Email slnc.reference@ncdcr.gov
 - Will be in the fall, and there is a need for presenters and topic ideas

- Library for the Blind and Physically Handicapped
 - Users come from referrals from librarians
 - There will be a new outreach specialist – get them to come out to gatherings, meetings
 - Currently serve only 10% of eligible people are enrolled
- Library Edge
 - There will be at least two programs at NCLA this fall
- LSTA
 - They were able to fund the majority of grant applications, and 36 were for public libraries
 - The State Library is testing new online grant management tool for the state that was developed by Department of Transportation; Raye Oldham is assisting and providing feedback,
- Candid Critters program
 - Some participants are buying their own cameras and sending data to program
- Training for library directors
 - What do we want for summit? What other training could be provided?
 - Public Executive Leadership Academy through UNC School of Government
 - Harwood Institute
 - New Library or Renovation
 - How to perform strategic planning
- The “college break” intern program with UNC-G worked well for the participating libraries
 - Will try to streamline process to make it easier for us to make proposals
 - 2017 participants:
 - Jeff Watson: Local history materials, one classified should it be digitized, etc; while other worked on a computer survey; went to storytime, quiz bowl, etc; took them to library programs
 - Ross Holt: 2 worked in history room – kicking off 100th annv WWI, they worked with memorabilia, etc of ambulance driver, developed description for cataloging, gave model; made display and graphics. Other went with teen librarian to HS and interviewed ~600 teens, last day each team drafted next steps
 - Sandra Silvey: History Room – did Warren Records, organized, etc

VI. Committee Reports

- Archives – Margaret Marshall
 - The 2016 Information has been given to Ruth Ann Copley, along with pictures
 - If anyone interested in serving on committee, contact Margaret
- Awards – Donna Phillips
 - The committee will meet soon
 - They would like to have archives of nominees and winners and will work toward implementation

- A literacy award and will be added this year – they are not going to define literacy and let libraries decide
- Let Donna know if want to serve on the committee
- Library Representatives
 - County – no report
 - Municipal – no report
 - Regional- Susan Simpson
 - There are 12 regional directors
 - Molly Westmoreland procured a LSTA grant for a feasibility study. This study determined that regional system are still very viable
 - The regional directors met in Raleigh with Molly to review the study. They also spent time networking with each other and want to get together again
- New Directors Bootcamp – Jennifer Sackett
 - Training has not been done yet this year
 - Working on a component addressing advocacy
- Web Site – Ruth Ann Copley
 - All sections are up-to-date except committees; agendas and minutes current
 - NC Kids marketing available; she is working on more detailed stats on NC Kids with Jeffery Hamilton
 - Statistics for NC Kids will be turned in at the end of te year for state statistics
 - Everyone in state is online except one (if anyone can offer to assist Nantahala); have added more always-available; titles and still negotiating with publishers on always-available
- Workforce development: Jane Blackburn
 - The result of the survey sent to members was reviewed
 - Almost all still interested with help on programming
 - Majority favor targeting an adult audience, and 40% are interested in young adults (high school-22 years);
 - Face to face programs are preferred
 - Top 3 priorities were establishing partnerships, electroni resources, and marketing
 - Carol Wilson and Sharon Stack have been approached by a local community college to do workforce development –
 - They are having classes at library, providing trainers, and may provide equipment
 - The trainer is observing patrons and if they see someone working on workforce-related information they stop and help

VII. Wi-Fi Hotspots – Tanya Prokrym

The state library has been investing options for circulating hotspots the past year. They have been approached by several entities about partnering in circulating hot-spots. Tanya asked if there was interest from the group in the state library providing a state-wide program. She outlined the following components where the state library could assist:

- Would look at getting equipment
- Investigate agreement with providers
- Might include: working with providers and group discount, provide equipment
- Would start with meeting with people doing it now

The group indicated that it would be good to create a model so we are all not reinventing the wheel, and it would also be good to bring many providers to the table. Tanya will continue with preliminary work, and come back to group to decide viability.

VIII. Announcements

The following announcements were made:

- Regional Quiz Bowl in Sanford April 21
- Columbia, SC – Arbuthnot lecture: Tickets are still available and Jacqueline Woodson is the speaker
- Laurel Morris is having Jay Asher, author of *13 Reasons Why*, at their summer reading kick-off. They have had a high-profile suicide and this has been big issue in the community.
- Susan Benning– There is a local yarn shop having a going out of business sale; all were encouraged to stop by before leaving
- Brigitte Blanton – Her Friends of the Library group is having a luncheon on June 9 with Lisa Lucas from the National Book Foundation
- Lynn Thompson– She has been wearing a button stating “Ask me about Vroom”. Vroom is about making everyday moments into brain building moments as a way to help parents understand that they have what it takes to be brain builders for kids. The website (join.vroom.org) is free and has ideas, handouts etc. on how to incorporate this everyday.
- Leon Giles - Send suggestions for vendors to Leon; Read Squared was suggested.