

## NCPLDA General Membership Meeting

Friday, August 12, 2016

Meadowbrook Inn  
Blowing Rock, NC

Meeting called to order at 9:06am

### **Committee Reports:**

**Archives:** Up to date on our website

**Awards:** Tammy said the awards applications will be online on Sept. 1 and due Sept. 30. Possibly may have a hybrid between table talks and a few presentations of award-winning projects at the December meeting.

**Hospitality:** No report except Margaret praised the staff of Meadowbrook for the nice setup of the Hospitality room.

**Membership:** no report

**Web:** Agenda and minutes posted. Archives updated through 2015. Ruth Ann needs pictures of new directors.

**Broad Band/Green Taskforce:** No report

**Workforce Development:** No report

### **State Library Commission:**

Visioning session for Commission run by Cal Shepard was an excellent exercise

**Regional:** no report

**County,** Michael mentioned the idea about training information for future directors, possibly an NCLA preconference

**Municipal:** No report

**Summer Reading Taskforce:** Laurel Morris announced Rethinking Summer Reading Summit Friday Sept 30 at Thomasville Public Library from 10 am – 2 pm with a working lunch. Directors and Youth Services staff encouraged to come, limit to 2 per library system so the size won't be overwhelming. Registration information will be posted next week.

**ByLaws** – Suggestion to include other representatives from libraries as nonvoting attendees at Directors meetings. Several Directors spoke against this idea and it was tabled.

**NCLA Update – Rodney Lippard**

Rodney has changed jobs and is now the Director of USC Aiken Libraries, no longer in NC. NCLA board retreat was held at Black Mountain, where the Leadership Institute will be held next month.

Becoming more of a working Board

4 initiatives:

- 1) Technology – Challenging to keep up. May need to spend more money to achieve better returns.
- 2) Alternative Revenue sources – Revenue currently consists of membership and conference. That's it. Conference was successful, but membership is down.
- 3) Membership engagement – We realize this is required in order to increase membership (and therefore revenue). Created two more Director-at-large positions. Have been given charge of engaging members across state.
- 4) Organizational audit – Looking to see where we have inefficiencies and redundancies. Want to reclaim time and resources to be able to do other things. Includes succession planning.

Succession planning – no residency requirement in ByLaws, so Rodney plans to remain in place as President as long as in best interest of NCLA

Additional sources of income – Randy Whitley leading effort on Presentation Academy – certificate program. Daylong meeting, then web course followup, then final live presentation to be critiqued. May end up being an alternative revenue source.

Fabulous Fridays coming up and Rodney suggested we post information about the Summer Reading Summit on the NCLA listserv.

### **State Library update – Cal Shepard**

Slides have been posted to the listserv

- Virtual Family History Fair Oct 15. Host a viewing session at your library. Talk to Rebecca Hyman if interested
- Listening to History series added to NCPedia – Oral History project
- Redesign of LBPH brochure – available for us to distribute. Still only reaching 10% of eligible population, SL needs our help in getting the word out.
- LSTA - \$4.2 million to distribute. 55 applications, 48 awards to local libraries, \$1.9 million. Complete list of awards available online. New 5-year plan coming soon, also new streamlined grant application.
- NC Cardinal, now 38 counties represented, transfers increasing. Looking at strategic planning and beginning NEST project. Iredell Co. will be pilot library. Hope to hire new manager by Oct.
- Evergreen Conference in April in Raleigh well attended.
- Studying Regional Libraries. Karen Dash Consulting – Final report due end of August.
- Broadband / E-Rate Project. Still working on collaborative application, will try again in Fall 2016. Possible new position, Statewide Digital Equality/Digital Literacy Librarian. Focus on solutions to barriers.

- EDGE. No assessment this year but still be sure to use online resources. Training classes scheduled for Spring 2017
- Youth Services Assessment
- Facilitation Skills Training, Sept. 7-8. Still some slots left. Online resource center will be available to assist. UNCG distant ed students work on a project for a week. – with DNCR
- NC Activity Pass Program – Library users can check out free/reduced fee passes with their library cards. Based on model in Michigan. May be able to help us get copies of historic site brochures to hand out at our libraries.
- NC Museum of Science – North Carolina’s Candid Critters. Citizens check out cameras from public libraries. Beginning in Eastern NC this fall.

### **NCLIVE Update - Rob Ross**

Slides have been sent

New Asst Director Claire Leverett

Rob would like to visit libraries so contact him if interested

EZProxy with lifetime licenses. 56 libraries have signed up so far. Works for NCLive contact or libraries’ other resources.

SSL certificates have been purchased if needed to verify accounts

New Home Grown titles, 900+ coming in the next month or so. Encouraged to add MARC records to our catalogs

New NCLive Training Program (instead of State Library). Hiring a new Instruction Librarian very soon. 80% training online, 20% live workshops. Asynchronous and synchronous modules.

New NCLive Website: cleaner, less text, search-focused, meets accessibility standards, mobile-friendly. Working with website designer, almost done. Geo-location system to know closest library. Predicted text yields “Best Bets” recommended source

Beta Launch by Jan 2017, will have a link from current site. Feedback/testing Spring 2017, old site replaced Summer 2017. Project plan on website

Impact Campaign – raise awareness of NC Live and demonstrate impact for all citizens

Tactics: Patron profiles, NPR/social media ads, TV/radio publicity. Will direct back to Impact webpage  
Patron profiles, they will help us design some with our patrons

Funding Task Force – goal to get 20% more funding, \$850,000 by Jan 1 2018. Chair is Jennifer Sackett, Julia Mielish, Wake Tech, TBD from UNC system and NCICU

2018-2020 Resource Cycle

Resource Advisory Committee: Ross Holt, Jennifer Sackett, Jimi Rider are our COI reps

Potential website service, would provide a Public and Academic template for a small fee (\$300-500)

Short survey to gauge interest

**LEGISLATIVE ADVOCACY – Jennifer Sackett:**

Children’s Ebook project. \$200,000 received from State Legislature. Working on MOA’s. Chose Overdrive because 56 library systems already use that platform. 12 library systems currently have no ebooks at all. Will begin with about 2,000 titles from minimum 5 award-winning publishers. Ruth Ann and Jennifer working on content. Hope to have it up and running by the end of the year but worst-case scenario is Feb 2017. Still working on an official name / branding, would welcome suggestions. Pre-K to 4<sup>th</sup> grade reading level, fiction. Hope to eventually expand. Splitting platform fee of \$8,000 across the public libraries – about \$100 each. Jane McAllister will send out invoices which will include a place to contribute extra \$ for content. Overdrive is interested in using this as a pilot project, committed and want it to succeed.

Next year’s Legislative Goal. Great success working through County Commissioners’ goals last time. Please get to your local Co. Commissioners, ask them to contact their legislative committee and request that our goal gets continued since it was not fully reached last time. This year asking for the remaining \$1.5 million to reach the original \$2.5 million goal. Ruth Ann’s Co. Commissioner is the incoming President of NC Co Comm. Organization. NC Live push will be for the 2019 legislative session. Jennifer will send a draft recommended letter to customize and send to our local commissioners. If we are able to get this increase, it would be good to allocate a certain percentage back to the Children’s Ebook project.

**Announcements:**

Next Meeting: December 1 & 2, Sheraton Chapel Hill.

Meeting adjourned @ 11:46 a.m.

Respectfully submitted,

Laurel R. Morris for Brigitte Blanton, Secretary