

NCPLDA General Membership Meeting

Friday, March 18, 2016

New Hanover Public Library
Wilmington, NC

Attendees: MJ Wilkerson, Kelsey Edwards, Catie Roche, Suzanne White, David Singleton, Carol Wilson, Ruth Ann Copley, Jane Mcallister, Stephanie Edwards, Tammy Baggett, David Miller, Laurel Hicks, Sandra Silvey, Brigitte Blanton, Margaret Marshall, Jennifer Sackett, John Pritchard, Harry Tuchmayer, Mike Taylor, Judi Bugnizet, Rishara Finsel, Ross Holt, Jeffrey Watson, Katie Fountain, Michael Roche, April Young, Leon Gyles, Melanie Holles, Cheryl Reddish, Beck Callison, and Carol Wilson

Meeting called to order at 9:07am

Nominating Committee Report:

Ross Holt presented the following nominations:

Officers as Board Members:

VP/President Elect - Jennifer Sackett

Treasurer - Jane McAllister

Secretary - MJ Wilkerson

President –Tammy Baggett

State Library Commission - Suzanne White and she has agreed to serve

Regional Library Representative - Cheryl Reddish

Municipal Library Representative – Sarah Green

County Library Representative – Susan Simpson

NC LIVE Representative -Ruth Ann Copley

ByLaws: Terms revised at December 3, 2015 meeting.

County Replacement: Michael Roche replaces Patrick Fitzgerald. Motion by Jeffrey Watson to accept, seconded by Laurel Morris. Approved unanimously.

Committee Reports:

Archives: In process, pictures being taken.

Awards: Survey will be sent out on likes/dislikes. The abstract will be sent out soon.

Hospitality: No report

Web: Agenda and minutes posted. Everyone is on the Director's page. Ross will help with the webpage.

Broad Band/Green Taskforce: No report

Workforce Development: No report

NCLIVE Report: Meeting of all committees last month. The meeting in May has been opened up beyond just two people; originally just the director and technical person. Monday, May 23rd will be the 1st annual meeting. Get input from everybody.

State Library Commission:

State Library Commission: Cal introduced Harriet Smith, Chair of the State Library Commission attended.

Regional, County, Municipal: No reports

Summer Reading Taskforce: Try to have a Summit to really talk about a way to come up with a solution for online registration, and is it time to re-evaluate SRP and Summer Learning.

State Librarian Report:

Slides from March 17th, State Library Update, and updates on Edge Grants Spot on website for the paperwork.

New Staff: Will work well together; we will see the impact of them working together.

The department has doubled in size with the merger.

- NC State Parks Centennial: Helping to celebrate (NCpedia).
- Coming 2016: Government & Heritage Library - opening up the Circulation to anyone in North Carolina.
- Library for the Blind and Physically Handicapped (new brochures): Let Cal know if we want copies.
- LSTA: We will receive 4,229,540 from IMLS. Received 55 applications requesting a total of 2.3 million; 99.1% of the money will be able to fund, because they have \$2.1 million
- LSTA E Grant are available. Edge assessment is complete.
- Reauthorization of the Museum and Library Services Act in 2016:
- New Director of IMLS: Dr. Kathryn K. Matthew
- GSK Foundation, Ribbon of Hope Grants: Map of counties where these have not been received.
- NC Cardinal: Plans for 2016-17 - standardization and consolidation, training expansion and cataloging assessment, migrations, strategic planning.
 - State Library is migrating to Cardinal.
 - International Evergreen Conference in Raleigh, NC April 20 -23
- Continuing Education: See Cal's slide
 - There is a continuing education advisory committee - let Cal know if you are interested in serving
 - Skill soft still available via webjunction
 - Updated technology competencies - just updated this year
 - Public Library Survey -
 - Wi-Fi sessions - now federally required question
 - Electronic Collection Usage can be counted

- Pre-fill data - State Aid & LSTA data
- Question: will NC Cardinal profile
- State Librarians at looking at having a National Data Summit to decide what should be counted
- PLS Workshops: Changes to the forms- see slides. Also webinars. Amanda is asking for ways that people are using the data from the survey.
- Trends available:
 - Statistics have stabilized- lingering effects of the recession
 - Reminder of the data dashboards - Easy to use
 - Two new info graphics in advocacy - the audience for these are our elected officials
 - The Edge Report. Time to take a break from assessment and focus on the action plan.
 - Broadband E-Rate (rural center and golden leaf foundation are partners)
 - Center for the Books - Let's Talk About it - matters of the mind, Of monsters and men, and the Laugh's on us
 - Distinguished poets project
- Studying Regional Libraries - hung up in contract
 - Aspen Institute - Action Guide for Re-Envisioning Your Public Library - they did a pilot guide. Fabulous resource for community engagement. Positioning the Library Director as the Resource. She's applying for staff funding for training us on the action plan.
- Can state library assist libraries in getting interns? State Library has a great relationship with NCCU.
- Libraries Transforms the EXpert inside. - Rodney Lippard
 - Southern Ontario Library System - proving library values (Cal will send the titles)
- Asheville/Buncombe - changed the title of every director to manager. Gigi is the de facto director of the library. They are giving the support people, but not salaries.

NCLA President's Report:

- Rodney Lippard - trying to get the community colleges to do an awards ceremony like ours. Met in January. Libraries Build Communities has been added as a committee. They are trying to streamline - reviewing committees and round tables. They dissolved the Trustees section. They will get communication out to those two board of trustee members. The chair of that section sat on NC certification committee. They are working with the State Library to determine how to fill that seat.
 - They now have a STEM section. They are working on their bylaws and will model after the BLINC.
 - Executive Board will have a retreat in April. They are looking at the future and how the state association can meet the needs of the new librarians. How can they position themselves to meet those needs for professional organizations?
 - Instead of 2 directors they now have 4. They now look at membership. Mary Sizemore is one of those directors. Some associations are going to institutional membership with some memberships to give out.
- Advocacy: Looking and talking about it more. Chair and Co-Chair Anthony Chow, and LaJuan Pringles at Charlotte. They will figure out what works best for everybody.

- Leadership Institute: Call for applications. Being held in Black Mountain in September. Currently looking at curriculum. 90% of people who have attended have moved into some type of leadership role.
- Presentation Academy: Modeled after the VA Library Association. It would include in person and online training. How to present a proposal to presenting itself. Hopefully next year this time something will be in the works.
- Millennials aren't necessarily joining. The "Race for Relevance" and the "Road to Relevance" are two books for the retreats. They are more of a digital generation. How do we meet their needs? Membership is down.
- 2015 conference was successful.
- AZAELA group is "rocking & rolling". Regionals are good ways to get into association work.

NCLIVE Update - Rob Ross

- See slides
- What's NC Live - It's a mission. What should NC Live do next? NCLive Team. In the process of hiring 2 to 3 more people in the next 6 months. 280 libraries and 5 communities of interest. NCAIS (K-12) will know if it's official in
- 280 Member Libraries - Library Councils
- 483,491,528 access articles, eBooks, videos, etc
- \$22 million worth of content for \$4.25 million
- Accessible online anywhere on any device.
- PL contribution is 1.3 million dollars
- Discussed how content is selected.
- Funding
- 1.3 PL
- 1.7 UNC
- Vision and Strategy - Purchasing agent - Member Cooperative
 - Cargo - Professional Services, Discounted Vendor Solutions, Grant
- 3 strategic priorities
 - Engage, demonstrate impact, grow
 - All committee meeting, recurring regional, surveys, NC Live Impact Campaign, NCAIS adoption, new services on needs assessment, NCLive training, proxy services, website redesign
- [May 23rd](#) - meeting in the triangle
- PLAN FOR THE HOME GROWN E BOOKS - ordered about a 1,000 books last week. Hope to have them loaded up by May
- **LEGISLATIVE ADVOCACY:**
 - Jennifer - this is the off year, so we don't ask a lot. Ask that they maintain the current amount. Make sure they understand how important and the difference it has made. There may be some one-time funds available. We've talked about facilities. They are re-evaluating some of that. Their thinking about a children's book project. The university system isn't interested in funding for NCLive. Exploring one-time purchases for children's eBooks for our kids for what we are trying to do for our outreach projects. If we could get a one-time \$500,000 to \$1 million dollars for this eBooks projects.

- It fits with the access to schools project. It's actually books the kids can check out. Excellent idea. It goes to the schools and it says what we have to offer to students in our public school systems. It would be a one-time thing, so that we have it, because it's not recurring funds. Could it be setup like HomeGrown?
- Motion by Michael Taylor to pursue one-time funding for children's eBook collection. Seconded by Michael. Unanimously approved.
- Teresa (lobbyist), best group of library directors that understand it is important for legislature to know what we do. We got money when no one else did.
- Not a push this year. The job of lobbying never ends. We are a photo op for those running for election. Facebook it, Tweet it, all that wonderful stuff.
- What about the opportunity for one-time funding/ allotment? We have a budget surplus, election year. Talk is they are going to raise teacher salaries. There is an opportunity for the e-books. How much money and who it would impact? They are already starting to write their budgets. We have to be on it. It will be a tough line. Someone needs to write up the who, what, when, how of the project.
- What's the range - \$250,000 to \$500,000? \$500,000 would be a little harder because cultural resources didn't get money and want money. Talk to a few key people. Wake County's Nelson Dollar is their main budget writer. Send her the stuff and she'll make a plan.
- New Committee that we're under - at the end of the day it doesn't matter. We just have to make new friends.
- Some counties are coming up with their county commissioner's legislative goals (NCAC- county commissioners association). It would make a case if each library is willing to make a commitment.
- Special tax for schools, colleges, and economic development. Working to get it changed next spring to get libraries added. It would open up for capital projects.
- We are saving the schools money by the efforts that we are trying to put forth. NCLIVE will have to take a step back, since the academic realm isn't willing to pursue.
- The Foundation was to be of service to all COIs. We have to find the balance and be realistic. We took a big shock when we lost EBSCO, but it doesn't matter if we don't have the money to buy the resources. The funding for it will need to increase. The public library can lobby. The state schools can't lobby.
- They will give a clear message. Start now asking the elected officials to make a visit. Send them a photograph. Photo ops. They love any type of recognition that they can get. WE want to make all of North Carolina benefit from this.
- Looking at new people coming in and we have a lot of people rotating off. Using Infographs/templates to use as a handout. Important to engage in our state officials.
- Anything to get the Friends group to get active. Thank the staff, thank the Friends.
- We need the help on the Federal Level. WE need to get to the House committee. If they won't sign the appropriations, at least get them to send a letter. Let them know how the federal dollars work.

Announcements:

Next Meeting: August at the Meadowbrook [August 11th](#) & [August 12th](#)
Cal & Tanya are working on a Wednesday Workshop.

Block [Tuesday night](#) as room reservation.

Email Leon any possible vendors that we might want to come.

If you are interested in OverDrive and would like to experiment, Ruth Ann will offer a library card from Davidson County, so that you can try it. They might let them bend the rule for those over 100,000.

Meeting adjourned [@ 11:46 a.m.](#)

REVISED DRAFT