

General Membership Meeting

Thursday, December 1, 2016

Sheraton Hotel, Chapel Hill, NC

Attendees: Trina Rushing, Donna Phillips, Sharon Woodrow, Carol Wilson, Angela McCauley, Ruth Ann Copley, Michael Roche, Catherine Roche, Margaret Marshall, Patty McAnally, C. Montgomery, Cheryl Reddish, Laurel Morris, Agnes Ho, Sylvia Sprinkle-Hamlin, Jeff Hall, Karen Wallace, Leslie Mason, Sharon Greene, Suzanne White, Marlan Brinkley, Becky Callison, Marian Little, Melanie Holles, Ross Holt, Jody Risacher, Susan Benning, Virginia Sharp March, David Singleton, Tammy Baggett, Jonathan Bradsher, M. J. Wilkerson, Mary Sizemore, Jeff Watson, Jane McAllister, Emery Ortiz, Jane Blackburn, Lynn Thompson, Jane Blackburn, Hannah Easley, Amber Westall Briggs, Jennifer Patterson, and Brigitte Blanton

Other Attendees: Yolanda Bolden, Cal Shepard, Ray Oldham, Lauren Clossey, Tanya Prokrym, and Linda Campbell

Meeting called to order at 1:09 PM

Welcome – received via email from Susan Brown

Acknowledgment of Visitors: Yolanda Bolden, Lauren Clossey, Amanda Johnson,

Motion to approve Minutes from the August meeting was made by Ruth Ann Copley, seconded by Michael Roche; unanimously passed.

Committee Reports

Treasurer's Report – Jane McAllister

- Fully paid up to lobbyist, 95% Friends, 100% dues; winning vendor EBSCO
- 2017 dues – per library system; 28 still unpaid. Ancestry – 11 payments still due; Heritage done.
- 93% children's digital libraries paid. Several not only committed money, but also content.
- Northwest Library – money allocated to this project \$3,000+ added to this project.
- OverDrive has already received payment for this project.
- The 2017 budget drafted.
- Bank account balances with all transactions; \$283,077 in the account now.
- ProQuest payment will take it back down to the normal range.

New Directors – Jeff Watson and Cheryl Reddish

- New pin presentations to Leslie Mason of Caldwell County and Jennifer Patterson of Albemarle Regional Library.
- Membership Meeting will occur on Friday at the break.

- Longest serving Library Director in a North Carolina Library is Carol Wilson with 30 years. Carol received a \$25.00 gift card.

EBSCO Sponsor – Brittany Bryan

Brittany talked about the different ways to work with readers. She went over the website and talked about the frustrations that can often occur when using websites that can discourage people in their search efforts.

She informed us that the website design is based on research of how people interact with websites. Website users want the one search gets what you need type of website, because they are used to Google. Discovery indexes everything the library has access to, including databases. The most important hits are on the 1st page. The site includes the following: autocomplete feature, research starter, filters, search within publication, and catalog integration. You can visit www.ebscohost.com/novelist.

Q & A

- Where are you on linked data? Several libraries are up and running. SirsiDynix and Innovative are also working with linked data.
- How is the pricing structure? It is based on circulation.
- Special pricing for NC – Novelist, Discovery, and Rosetta Stone.

Melanie Holles announced that Ruth Ann Copley will do a short presentation on NC Kids Digital Library at the Friday morning session.

Awards Committee (Presentation of Award Winners) – Donna Phillips

Service Innovation Award

- **Haywood County** – Medium Library – Las Bibliotequitas – They introduced little libraries in the community to serve the Hispanic community. They worked with a Girl Scout troop that had a couple of Hispanic teens that were working on the gold award and used it as their project. They put a library out in front of the Mexican grocery store.
- **Wake County**– Express Book Bags. They wanted to provide a service to busy parents that would encourage them to checkout materials. It can be filled out online and two days’ notice is required. The bag is ready for them at the next program they attend. Three books. Concierge’s service.

Programming Award

- **Lincoln County Public Library**- Small Library (Children and Families) – STEM Festival. LSTA grant to put STEAM or STEM festival to promote what the library is doing and to partner with the school systems. It demonstrated how the library and school system partnered with each other. It was set-up in local high school. The library and schools brought in things they had been using with youth. Participants stopped at centers to see what was

available. The school system sent out the press release and both made it available through the websites.

- Snap Circuits, Stop Motion Animation, Lego WeDo and EV3 Mindstorm Robotics, Robotic Arms, Draw Bots (take home project instructions)
 - Total Cost of \$162.00.
 - It promoted community engagement and strengthened the partnership with the school system.
 - It also fostered further programming opportunities and grant opportunities with the school system.
 - They worked with the school system to get teachers to tie it into the curriculum.
- **Madison County Public Library** – Small Library (Teens) – Inspiring Young Authors through Digital Programs. They partnered with Partnership for Appalachian Girls' Education (PAGE), which is focused on middle grades and high schools. It was originally a summer program. Program was a way to bridge the gap during the school year. Storytelling, goal setting. They wanted to continue to inspire the young girls to believe in themselves, set some goals, and enhance writing. They wrote children's books. They used Storybird as the platform. The process took loosely 4 months, due to weather conditions and schedules. Each girl had their own account. The product was that they published the books. They did softcover books for about \$12. The give back element was to catalog the books and use them with the "Read with Me" program. They hosted the Young Author's Tea and presented each girl with their book and they did an author signing.
 - **Appalachian Regional Library** – Medium Library (Children and Families) – Imagination Café. Free meals were provided for children 18 and under during the summer. They were a federally funded free food service site. The program targeted low income kids. The library was a stigma free environment. They surveyed the participants and found out that 24% of respondents hadn't used the library before and that 87% of respondents walked or rode to the library. The participants had to sign in because of the federal dollars. They provided the food first and then the literacy program. Publicity – parents received a "robo" call and the library was the only "open" site. Year 3 they are going to provide all the food themselves.
 - **Catawba County Public Library & Hickory Public Library** – Medium Library – Advanced Gardener -Adult. The participants had to volunteer in the community gardener. They had a celebration for those that completed a certain number of classes and a certain number of hours volunteering in the community garden.
 - **Forsyth County Public Library** – Large Library – Great Expectations. It was a grant funded project. It was designed to help children meet milestones for the 1st five years of their lives. \$378,000 KBR grant. Seven locations were included. Technology, books and materials, furnishing, and advertising were included. They targeted nontraditional library users to come in to use the services. The late, Tommy Ford, did a commercial to promote the program. They signed up for the 1000 books for kindergarten program. They experienced a

25 increase in storytime attendance and they have added evening and weekend programming for the working parent. There is one evening program per month and one weekend program per month. 96% of those who attended thought it was great.

- **Cumberland County Public Library** – Large Library – Vocational Job Fair – (Teens) Emerging Adult Services – gave teens an opportunity to talk to businesses about fields in which they might want to work. Colleges were also included. They invited people from different fields. They wanted them to know what they would have to do and what they would have to do to enter those fields. After first fair, they started to incorporate businesses that were hiring. 60% attendance was 16 and 17-year old young adults. Resume assistance was offered. 606 attendees over the 3 events. They assisted with online job applications. They added a financial literacy component starting with the second session. There really isn't a budget for the event. They don't really spend any money on the event.
- **Cumberland County Public Library** – Large Library – (Adults) – It's a Wrap! – (Winter Reading and Activity Program). Library Bingo. They would do activities which had to include attending a library program, reading a certain genre, or bringing a friend of the library, etc. Once you had BINGO, you would get a little premium. Bendy snowmen for children and squeeze snowman for adults (adults and teens grouped together). Every branch had their own baskets for the drawn winners. Program cost under \$2000. They had a system wide grand prize. Kindle Fire for Adults and Launchpad for the children. They were paid for by the Walmart distribution center. Word of mouth and social media, but the baskets were probably a draw for the participation in the program. December 1 – January 31st. This time it's January 1 – 31st and they are adding a staff basket. There wasn't increase in door count, but 950 participated.