

General Membership Meeting

Friday, December 2, 2016

Sheraton Hotel, Chapel Hill, NC

Attendees: Carol Wilson, Melanie Holles, Harry Tuchmayer, Angela McCauley, Ruth Ann Copley, Jennifer Sackett, Susan Benning, Donna Phillips, Michael Roche, Agnes Ho, M.J. Wilkerson, Mary Sizemore, David Singleton, Jody Risacher, Ross Holt, Jane McAllister, Sharon Woodrow, Trina Rushing, Emery Ortiz, Tammy Baggett-Best, Jeff Watson, Margaret Marshall, Patti McAnally, Catherine Roche, Karen Wallace, Jennifer Patterson, Virginia Sharp March, Sarah Greene, Becky Callison, Virginia Marks, and Brigitte Blanton

Other Attendees: Dale Cousins, Raye Oldham, Tanya Prokrym, Cal Shepard

Meeting called to order at 9:06 AM

Jeffrey Watson: Another new library director joined us today. Jeffrey introduced new Onslow County Library Director, Virginia March.

NCLA News: Dale Cousins on behalf of Rodney Lippard

- Student Library Ambassadors met at the State Library.
- The end of September, NCLA completed the 3rd class of Leadership Institute. Twenty-four individuals participated in the Institute. It is now more sustainable, because previous 2012 classes served as mentors and planners. They are generating the continuous learning opportunities. 60 to 75% of Leadership Institute participants have been promoted or taken on more responsibilities with NCLA.
- Dale Cousins is wrapping up slate of officers. Ballot coming so that results can be posted.
- October 17-20th - 62nd – Collaborate, Innovate, and Celebrate. NCLA has a management book club. They meet online and meet in person once a quarter.

Note: Melanie Holles wanted to know if anyone in this group would like to have a book club. Let Melanie know and she will work on it for the next meeting.

- None

Elections – Ross Holt. Ross explained the process and that NCPLDA is a 501 C4 nonprofit organization.

- 3 State Library commission 1 Commission 4 year term – Suzanne White
- County - Cheryl Reddish
- Municipal - Sarah Green
- Regional - Susan Simpson

4 At Large Members

- President Tammy Baggett
- Vice President - Jennifer Sackett
- Secretary - Patti McAnnally
- Treasurer - Jane McAllister
- NC Live Representative - Ruth Ann Copley for a 2nd 3-year term

Motion made by Harry Tuchmayer to accept nominations, seconded by Michael Roche.
Approved unanimously.

NC Live Report Updates – Rob Ross

- Team Update – Caroline Hallman – Instruction Library. Dawn Fulton new Admin. Assistant. Coming soon a community engagement librarian.
- Existing Services and Collections – e-resources and the discovery portal and helpdesk
- Shared instruction Materials – collect and refine existing library created materials designed to answer patron questions and provide guidance for using NC LIVE resources. The prototype is <http://tinyurl.com/jp9nj34>.
- Proxy Service – It's free. It can be set up in a couple of months.
- Impact toolkit – helps libraries promote NC LIVE. It includes infographics.
- Redesigned Discovery Portal – new.nclive.org – it's there to collect feedback from us. Under local library they will see the appropriate library.
- Training Program – primarily virtual instruction. They will start with a needs assessment. Will prioritize highest need resources.
- Train station still exist.
- UNC-TV Bookwatch – now available on NC LIVE. Season 18 is now available. Long-running interview program with NC authors. It's a good cross promotional opportunity with Home Grown.

Potential Services and Collections:

- NC Historical Newspaper Collection- 3.5 million pages of local pages from North Carolina. The target date for launch is summer 2017. NC LIVE to host content.
- Website Services - NC LIVE + UNC Creative + Libguides. Uses libguides, but won't look like libguides. UNC Creative will create template and an interior page. They are going to pilot it. 20 to 30 libraries might be around \$300. There will be a home page and template for interior page. They are using the latest level of accessibility requirements.
- Additional e-resources – 2018-2020 Resource Cycle. Rob discussed key selection criteria. They are definitely looking at cost, user experience, accessibility, change cost to community (tie breaker), quantity of content, and quality of content. There are 3 teams – data team, new resources nomination & assessment team, and current resources assessment team.
- Milestones- Official Start Date of new cycle January 1, 2018 – New resource training in fall 2017.

- How to get involved – nominate a resource or contact your reps on the RAC.
- Home Grown – 980 new titles as of Sept. Next Home Grown Pledge Drive will be announced this month. They will wrap up at the end of February and will start next week for contributions. New interface. It is now by genre and then sub-collections.
- Funding \$4.3 million total. Want to raise by \$800K. Asking for twice what they need. Community Colleges asking for \$400K. Public Libraries are moving forward looking for a similar amount.
- NCICU- - they pay out of their budgets. They are pursuing corporate sponsorships.
- How can we get involved – attend regional meetings. The annual meeting is May 22, 2017 in the Triangle.
- Is there going to be a kid's interface with NC LIVE – not something that has been talked about recently. DPI has expressed some interest in NC LIVE. If they do come on board, it would be a logical connection.
- Difference between regional and annual meeting? Overlap will happen. Last year the annual meeting was an unconference. Our topics end up being the topic for the day.

State Library Report – Cal Shepard

- See presentation and handouts
- Personnel – 5 vacancies. New office assistant, Sarah Witty.
- Discover – Book a Librarian. Set up an appointment in person or by phone. North Carolina Heritage. We can put the cards out for patrons to pick up.
- Virtual Family History Fair. Another one next October.
- NCpedia – redesigned page. It will be launched before Christmas.
- May 2017 Grand Opening of newly renovated public space.
- Outreach Focus – visual, physical, or learning disability. They want to increase the number of patrons using the services
- Library Development – been offering Edge assessment. Targeted training. 3 benchmark, 4, 9, and 11.
- Erate – consortium application, digital equity librarian, Wi-Fi-to-go. Anyone interesting in circulating hotspots – Broadband Infrastructure will send a checklist that we can use.
- LSTA – see slides. Interested in the feedback on the new format of the application. They are getting ready to launch the survey of the LSTA five-year plan evaluation
- NC Cardinal – The State Library is going on the Cardinal.
- Continuing Education- (interest in Project Outcome training).
- Update on NC Center for the Book.
- Update on NC Regional Libraries Assessment.
- Youth Services – see slide. SRP workshops will be webinars.
- New Partnerships – Candid Critters program. They started down east and the people who check out the cameras are determined by the museums. The people are called citizen scientist. It will be moving west.
- In the Works – NC Kids Digital Library Support – equipment to support. Hurricane Matthew – equipment to support recovery.

Jennifer Sackett – Legislative Advocacy

- They are building the story, so that you can support “the ask”.
- Everybody needs to be on board.
- Why do we have lobbyist? Our lobbyist does a great job. Teresa is on top of what’s going on at the State level. She gives us guidance and works with us to develop the best approach. We do the behind the scenes work with our representatives.
- State Aid- This is a major appropriation year. Dynamics are going to change in the Senate. It starts in the Senate this year, because they start the budget. NCAC goals are slated to continue this year. Reach out to the commissioner that is on the committee and asked them to fund. We are looking for the \$1.5 million. It’s looking good for the budget. It’s a good year to ask based on Rep. Zine. Ask for what you really like. What do we want to ask for? A \$2.5 million ask takes us back to 2008. Inflation hasn’t been included. We are comfortable asking for \$2.5 to \$3 million.
- Funding taskforce for NCLIVE – we need to ask for \$500,000 to \$1 million.
 - Comments: remind the politicians they need to pay.
 - Ask Rob and those to compare to something they can understand regarding the rate of inflation.
 - Critical legislative committee members– we need to find people who use the resources (video, flyer, bookmark regarding the impact).
 - They will send out to the critical committee members.
 - Introduce them to your library by reaching out with a Christmas card or get them a library card, so that you can introduce them to the resources.
- Local sales tax – trying to add libraries in for the local sales tax, so that the local decision makers can use it for library construction or renovations. It would give the authority back to local communities. Libraries are currently listed in the list of places that it can be used.
- Timing of the budget cycle. Laurel Morris’ question. Start in January and start reaching them out and getting them in to see what we do. The officials are typically at home on Thursdays and Fridays. They start talking about what they are going to do in March, April.
 - What about continuing the NC Kids Digital Library? Michael Roche’s question. Easier to package in one ask and we agree to put a % toward the kid’s project. It would be packaged as a part of State Aid. We told them it was a one-time ask.
 - We own the NCKIDS – we can be the ones to push this market. Note the schools are doing much more with SRP. This project opens it up to all kids, not just public school kids.
 - Information from Ross. Reminded everyone that NCPLDA was created for the distribution of State Aid. It’s the initial impetus for why we became an organization. Advocacy and Lobbying. Best advocates are trustees and then the Friends. Get Molly Westmoreland to do her advocacy talk for the Board of Trustees and Friends of the Library.
 - Jennifer mentioned the statutes and use that to talk to them about funding from the State.
 - NCPLDA link to a Wiki that tells how things can be done. And the State Library has an infographic with State numbers and a template for local information.

- It's important for us to stick to the script that we agree upon. Information and talking points will come out, so that we have a unified method.

NCKids Digital Library – Ruth Ann Copley & Jennifer Sackett

- Ruth Ann is still working with OverDrive. They are still working on exactly how they will purchase. They are looking at a combination. They are trying to get one anchor publisher. This is a national model, because there isn't anything else out there. The Honeybee is the State insect. State Library graphic artist created the logo.
- Introduction to the look. Ebooks and audiobooks are available. 1,430 titles already. \$50,000 has been spent at this point. Have \$100,000 spent when we go live. New additions will appear first. Libraries that don't have OverDrive are being connected.
- Training – there are webinars that are canned and that will be made available. Child needs a local library card to access this. It has an app. Launch is expected in January. OverDrive has a publishing team that works with publishers to get the books. We ask them to talk to Disney, Scholastic, and Harper Collins.
- Quality is important
- Power Point will be on the Listserv.
- 200,000 + 9,000 + content (we can send extra money to Jane to allocate for the project).
- There will be 3,000 titles when it launches with single and simultaneous usage (pre-school to 4th grade). They will consider expanding it up.

Announcements:

- MJ Wilkinson - Who could attend and who couldn't. As a professional organization, we should be mentoring and fostering possibilities. She would like to see the discussion.
- Jane Blackburn wants to 2nd the motion. Wants to have it as a professional development.
- Michael Roche – it would take a bylaw change.
- Melanie Holles - it would increase attendance at the meetings.
- Laurel Morris – can it be part of the agenda for March and make this an agenda in March.
- Brigitte mentioned a survey to ask what people want.
- Jennifer Sackett added that the development of the deputy directors could be done through NCLA by NCPLDA.
- Announcement: Suzanne Tate got married last week.
- Announcement: Book Sale at Chapel Hill and tours of the building.

Motion to adjourn @12:08 PM

Respectfully Submitted by,

Brigitte H. Blanton, Secretary