



**NCPLDA Spring Meeting
Thursday, August 17, 2012
Asheville, NC**

Call to Order:

NCPLDA President Carol Wilson called the meeting to order at 9:03 am.

State Librarian's Report

State Librarian Cal Shepard reported that in July, the State Library received a budget cut of \$350,759. The Department of Cultural Resources was cut by a total of \$1.3 million. They were able to keep the cut to State Aid down to \$67,794 which is only .5%. Statewide programs and services were cut by \$197,206. The biggest hit was to library development. They lost two staff positions within State Library. Cal promises they will be very diligent in preparing for next year, to be prepared for any cuts. Assistant State Librarian Denise Sigmon has retired. State Library will be hiring someone to manage NC Cardinal and a communications consultant. She also reported:

- The Government & Heritage Library has a new free “preservation ready acquisition ingest package” tool called CINCH for digital preservation projects. It can be downloaded to clean files, meeting minutes, budgets, photos, etc. For more information email amy.redersdorf@ncdcr.gov. The tool is now available at: <http://digitalpreservation.ncdcr.gov/cinch>
- NCpedia is now being updated with new content daily. It has been optimized for use on mobile devices. There are promotional tools to help you promote NCpedia on the footer of every page. You can print out bookmarks, and can put a reproducible logo and search box on your webpage. For the 100 NC icons list that recently appeared in Our State magazine, the State Library staff created a resource guide and links to all the icons on the list: <http://statelibrary.ncdcr.libguides.com/100ncicons>. For more information contact michelle.underhill@ncdcr.gov.
- Library for the Blind and Physically Handicapped: They are constantly recruiting new users, such as returning and aging veterans, retirees, school aged children and more. For more information contact: gina.powell@ncdcr.gov.
- New high school yearbook digitization project
They are starting with yearbooks 50 years old or older, and only if the school gives permission. To participate contact the NC Digital Heritage Center: digitalnc@unc.edu
- UNC-CH Library has received a NEH grant to digitize newspapers: This is a 2-year project to digitize NC newspapers from 1836-1922. They will

be available on LC's Chronicling America website and will not overlap the Digital Heritage Center. They will be digitizing from microfilm, and an advisory board will select the titles to include.

- Open Library Project: 44 libraries have contributed 1-10 books to be digitized already. Any libraries that contribute by Aug 31st will be eligible for the drawing to win one of 3 Nooks.
- Center for the Book and UNC-G are working on a joint project. It will be an online Literary Map of North Carolina which can be searched by author or genre. It will include authors from NC and those who write about NC. <http://library.uncg.edu/dp/nclitmap/>
- LSTA Advisory Committee:
New members include Vicki Coleman of FD Bluford Library, NC A & T State University, Kevin Washburn of Alexander Graham Middle School from Charlotte Mecklenburg Schools, and Anna Yount of Transylvania County Public Library. The committee met August 9th to review and discuss the LSTA Annual Program plan for 2013-14.
For more information contact Jane Blackburn, Becky Callison, Anna Yount, David Singleton, or State Library staff members.

LSTA Grants will now fall under 4 goal areas:

- partnerships and collaborations
- continuing education
- literacy and lifelong learning
- access, digitization and preservation

State Library will release grant program information for the coming year on September 7, 2012. Cal suggests each of us start by looking at what our communities top needs are, and look for organizations with whom we might form a collaboration to meet those needs.

- The State Library Commission Committee is studying the issue of affiliated libraries which might qualify for State Aid but currently don't. Dan Barron, Mary Sizemore and Harry Tuchmayer are serving, with Laura O'Donoghue as staff liaison. They recently performed a survey of library directors to identify affiliated libraries (there are about 15.)
- LibGuides are a big hit! 114 NC public and community college library staff members were trained to use LibGuides at 5 locations around the state. 2 public libraries currently with no website plan to use LibGuides to set up a new web presence. Feedback shows Libguides makes it easier and faster to create an attractive and functional website. State Library plans to offer more training due to the volume of interest. Support materials, widgets, tips and tricks and other content can be found here by clicking on "LG Toolkit" <http://statelibrary.ncdcr.libguides.com/>
- The Continuing Education Advisory Committee has created a LibGuide called the Train Station, which is a portal listing all workshops and Continuing Education opportunities in the state for all library types. It includes a calendar and different ways to search for training opportunities. Suggestions were made to include if possible information on speakers/trainers that might be available and CE scholarship

opportunities.

Visit <http://statelibrary.ncdcr.libguides.com/trainstation>

- CEinfo is new Continuing Education listserv created by Kelly Brannock. All library staff is encouraged to sign up to find out about learning opportunities in North Carolina. To subscribe visit: <http://lists.ncmail.net/mailman/listinfo/ceinfo>
- NC Cardinal: 9 migrations were completed last year, and 6 are planned for this year. In September, State Library will solicit requests from other libraries to join. This fall they will be getting bids for outsourced catalog clean up. Fontana, Haywood and Buncombe have begun a pilot project for resource sharing. The vision is for offering a statewide library consortium, but it is completely voluntary. The fact that State Library is funding the startup of NC Cardinal doesn't mean other library automation grants won't be funded. Tanya is our local help desk customer support person. The online catalog will be compatible with other ILS vendors. Ruth Ann Copley invited anyone interested to come and see what NC Cardinal looks like and how well it works. Ed Sheary and Carol Wilson also invited anyone interested to visit their libraries to see Cardinal. King County is beta testing the new version.
- The Association for Rural and Small Libraries National Conference will be held in Raleigh, NC from September 27-29, 2012. The estimated attendance will be 450. The State Library is a conference partner and will serve as the local host. State Library is offering scholarships for 83 public library attendees to attend, and Cal encourages us to attend and bring support staff as well.
- State Library update: Cal will be giving a webinar Thursday, August 23rd at 10 am. Please encourage any interested staff to attend, and sending questions in advance is also encouraged. Register here: <http://statelibrary.ncdcr.libcal.com/event.php?id=109078> She will be posting monthly reports online every month, which will be archived . They're available here: <http://statelibrary.ncdcr.gov/monthlyreport.html> For more information email Cal.shepard@ncdcr.gov.

NC LIVE Report

Tim Rogers, Executive Director of NC LIVE reports that they are going through some changes and are planning for results based on their mission, vision and values, which will be focused on their customers--libraries.

- They recently hired Sara Dooley, who will be their Web & UX Development Librarian handling all NC LIVE related interfaces.
- Their new Online Services Librarian will be Emily Guhde, who will be focusing on assessment, value and awareness.
- Open Library- There is some incentive for the 34 libraries that haven't yet contributed books to be digitized—if you do so by August 31st you will be entered into a drawing to win one of 3 Nooks. If you can't or don't want to participate in Open Library, Tim asks that you please let him know.

- NC SeAL (NC eAudio Library)
The already purchased titles have been moved to Recorded Books. There is no current deal in place, but he is shopping for a new platform and hopes to have a new deal within a month.
- Consumer Health Portal—The NC Health Information page will eventually be opened so you don't even need a library card to access it.
- NC Digital Heritage Index
Indexed search across digital collections. Partners include: SLNC, Digital Heritage Center, Archives, UNC CH, NC LIVE. It is not necessarily meant for heavy researchers, but intended for easy exploration (don't get used to the name, it will likely change soon.)
- eBook Platform: Using adobe content server, you'll be able to buy e-books directly from publishers and NC LIVE will facilitate checkout. Wake County is serving as the pilot project. All e-books will be visible through the catalog, and will show up as a circulation on your ILS. Result: interested libraries can apply, to do so you must buy e-books.
- New Content: the resources NC LIVE buys using State Library funding can't be subscription-- must be content that can be purchased outright.
Priorities:
 - language learning: video, e-books or possibly audio. (If you're planning to buy language learning, it might be a good idea to wait and see what NC LIVE will be getting.)
 - NC-centric stuff: a little bit of reference such as updating what we already have, for example Gale reference.
 - also some fiction and readable nonfiction
 - formats: e-books and video
- They are thinking about only buying core resources that all communities of interest can agree on, but could spend another pool of money on behalf of each community.of interest, and possibly pool 2 or more COIs when possible to get better deal. They might also possibly make a favorable deal for purchase that would be available for anyone interested in spending their own money. We will be talking about this so that library directors can have input on this decision.

Committee Reports

Archives: Martha Schatz

She has put 11 new photos in the photo album from last year's meeting in Greensboro. The yearly summaries are up to date>

Awards: Melanie Holles

The committee was pleased to see a large increase in the number of nominations, and couldn't even get through them all at their meeting yesterday. They will send out announcements about their selections. If your library wins, you'll have about 2 minutes for presentations in December. They thank everyone

who submitted a nomination.

Hospitality: Ed Sheary

Ed thanked his loyal committee, Jody Risacher, Margaret Marshall and Dan Barron. Ed emphasized that the hospitality suite is for all the directors and guests.

Legislative: Ross Holt

Ross emphasized that the best results we've had with the legislature has been when we had library directors and/or a lobbyist with strong relationships with key legislators. In January, Ross and Theresa Kostrzewa met with Harold Brubaker, who is retiring and will be a lobbyist next year. They believe the key person to reach this year is George Cleveland from Onslow County. Philip Cherry and advocates invited him to the library and met with him. Theresa says what we really need to do is have library advocates contact legislators on our behalf. Ross would like us to use Constant Contact or a similar service for calls to action emailing. The cost is about \$300 a year to get the word out for calls to action which the Legislative committee will compose. Becky Callison moved we subscribe to Constant Contact, and Molly Westmoreland seconded. The vote passed unopposed. Ross added that he felt we need to come up with a specific goal, and craft a clear statement with numbers to prove the impact of our request and why libraries should be a priority.

Membership: Jody Risacher & Lynn Thompson

Lynn encouraged all directors to please submit a photo for the online directory if they haven't already, which can be sent directly to Ruth Ann Copley at ruth.copley@davidsoncountync.gov. Lynn reported that she went to the State Library's orientation for new library directors to give them an overview of NCPLDA. Jody talked about the value of the mentor program, and that we have about a dozen pairs now. She reaches out to new appointees and offers to pair them with a seasoned director who has expressed willingness to serve as a mentor. She thanked everyone who is already participating, and encouraged anyone interested to please let her know.

Nominations: Karen Foss

The nominations committee met and chose the following slate of representatives:

County representative: Holt Kornegay

Regional representative: Molly Westmoreland

Municipal representative: Louise Humphrey

In accordance with our new by-laws, officers will be appointed by the board of directors. The slate proposed by the nominating committee is:

President: Ruth Ann Copley

Vice-President: Jody Risacher

Treasurer: Margaret Marshall

Secretary: Dana Eure

At the December board meeting the executive board will take nominations from the floor as well.

Dan Barron mentioned that his position on the State Library Commission will end after the spring meeting, and that the nominating committee will need to submit a nominee in December. Dan was asked if he was willing to serve another term, and he said he would if he were asked.

Website and marketing: Ruth Ann Copley

Ruth Ann asked anyone who hasn't submitted a photo for the online directory to please do so, and she is working on overcoming a technical issue with uploading to include everyone. She has gotten questions about the NCPLDA listserv archive, which requires a password. Ruth Ann said she will post a link on the NCPLDA website to the information page that will let you reset your password. Be aware, it looks like you're trying to unsubscribe, but if you'll go ahead and click, when you scroll down you'll see where the password reset button is located. She reported that she has already posted a link on the NCPLDA website to the Hawthorne Inn, and you can even reserve your room now if you like.

Green Task Force: Dan Barron, Jody Risacher

They thanked everyone for 100% participation in the recent survey. Now that we have several county libraries no longer part of a regional system, they would like to include the new directors in the survey also. They would appreciate our feedback on what can the task force do to help us make our libraries as eco-friendly as possible.

Broadband Task Force: Dan Barron

There was some discussion of libraries interested in MCNC but having difficulty making it happen. Dan said Brian **Layh** has created an information sheet about MCNC that Dan will send out. He also mentioned that NCPLDA is a nonprofit, and that we could lobby as an organization for legislative funds to put towards broadband.

Additional announcements:

Sharon Stack of Mauney Memorial Library reported that Charlotte Mecklenburg Library took Mauney's idea about online SRP registration and took it a step further. Readers were able to register and complete the Summer Reading Program online. David Singleton said Charlotte focused on encouraging kids to read 20 minutes a day over the summer. Users logged their time daily, listed their books, were able to take their log back to school, and the schools agreed to recognize in some way the kids who did this. Carol Wilson said Cleveland County Memorial Library also used the online registration for the first time.

David Singleton also talked about an accelerated reader pilot program Charlotte did this summer. They invited a school to work with the library to look at results of kids signed up for summer reading and those who weren't. (The school was able to add a second AR license, and they chose the library.) They tested both groups. One kid started summer at .5 and is now up to .9 grade level. 3 readers who were not going to be promoted increased their scores enough by participating in the summer reading program to move on to next grade.

Becky Callison asked if there is a date for library snapshot day. Carol said she couldn't get participation from other communities of interest, so there are no plans for this year, but she has saved her files of information if we want to try again next year.

Lynn Thompson encouraged everyone to find out about the campaign for Grade Level Reading. The goal is to make sure every child is reading at grade level by 3rd grade. The 3 legs of the program are: early literacy, preventing summer learning loss, and improving school attendance. Libraries can play a key role. Visit www.gradelevelreading.net

Next Meeting: Carol reminded everyone that the next NCPLDA meeting will be December 6th and 7th at the Hawthorne Inn in Winston-Salem.

Hearing no other announcements, Carol adjourned at 12:10.