



**NCPLDA Spring Meeting
Friday, December 7, 2012
Winston-Salem, NC**

Call to Order:

NCPLDA President Carol Wilson called the meeting to order at 8:33 am.

State Librarian's Report

Cal Shepard reported that the DCR Transition Advisory Board met 11/29/12. Linda Carlisle will be leaving as secretary, and Pat McCrory's team has created an advisory board to get lay of the land. They seemed to be focused on historic sites and other departments that earn revenue. The co-chairs are Susan Klutz of Salisbury and Blucher Ehringhaus of Charlotte. Other members include Lavern Brown of High Point, Frances Bullock of Greensboro, Tom Gabbard of Charlotte, Robert Keith of Wilmington, Ven Poole of Raleigh, Ward Purrington of Raleigh. April Riddle of Mars Hill, and Richard Siskey of Charlotte.

Maintenance of Effort:

Some library directors didn't know that in kind contributions may be considered in maintenance of effort, such as utilities, technology, lawn maintenance, or any funds spent on behalf of your library but not necessarily paid through your budget. 25 libraries were potentially impacted. 10 libraries changed their MOE calculations and were able to meet their MOE. Cal apologized for the multiple emails.

The LSTA 5 year plan has been approved by IMLS. Cal was told it will be harder than ever to get a waiver next year if the State Library of NC is once again unable to meet its maintenance of effort. Going off the fiscal cliff will affect IMLS and all of us.

LSTA Grant webinars and face to face workshops: 183 registered

The webinars are archived at: <http://statelibrary.ncdcr.gov/ld/grants/lsta.html>

18 letters of intent (LOI) have been received. Libraries will be notified on December 11, 2012. February 28, 2013 is the date all LSTA Grant applications are due. Contact Raye Oldham with any questions.

New Staff:

Joyce Chapman is our new consultant for communication and data analysis, and David Green is our new data specialist for NC Cardinal. They have also hired a new Readers Advisor (LBPH) and a new Documents Assistant (GHL.) As Cal announced recently on the NCPLDA listserv, Laura O'Donoghue has been promoted to Assistant State Librarian.

Open Positions: Director of Digital Information Management, LD Consultant for Public Library Management, Circulation Assistant at LBPH, and Library Technician in RMS.

NCpedia has had 2 million page views as of Nov 26, 2012 (up from 1.7 mill in 2011)
ncpedia.org is the URL.

The Government and Heritage Library currently has a consultant conducting an assessment.

News and Observer Index
1926-1992
<http://statelibrarync.org/noi>

Free Genealogy workshops:

January 26: Researching Your Revolutionary War Ancestors

April 27: Researching Your Civil War Ancestors

July 27: Researching Probate Records

October 26: 2nd annual Family History Fair (free, held in Raleigh) where expert genealogists give 15 min help sessions.

The Library for the Blind and Physically Handicapped hosted a volunteer recognition dinner on Nov. 14th and honored 121 volunteers, who had contributed 6604 hours. LBPH has 62 patrons 100 years of age or older, the oldest of whom is 110. They are always recruiting new patrons, including wounded veterans, or even just patrons who can no longer hold a book. You can email Cal to get promotional materials for LBPH. Once you sign a patron up, LBPH takes over the work.

Library Development:

Summer Reading Workshops will be held in 4 locations:

Sylva, April 2

Durham, March 8

Henderson, March 26

and one location still to be determined.

Every Child Ready to Read, 2nd edition

NCKids: if you'd like to sign up for the listserv, visit:

<http://listslnemail.net/mailman/listinfo/nckids>

DCR Educational Resources are coming soon. These will be common core curriculum resources for children's use as well as parents and teachers. The database will be available next year.

NC Cardinal:

New libraries scheduled to join the consortium:

Caswell County: January 2013

Wayne County: February 2013

Caldwell County: March 2013

McDowell County: April 2013

The new version 2.3 software release is coming December 12, 2012.

It will have an updated OPAC design, a new Children's OPAC, an improved acquisitions module with EDI invoicing capability, patron credit card processing, and text messaging (SMS) notifications.

Continuing Education Advisory Committee (CEAC) performed a CE survey in October and received 736 responses. High interest topics included: community needs analysis, customer service, tech tips, social media tools, emerging information sources, formats, and devices, digital resources in collection development and tech services, and NC LIVE.

Upcoming Workshops:

NC LIVE Basics full day, multiple locations, also on demand (gather a group and they will send a trainer to you; you could also include community college staff, etc)

Getting Started with Libguides Workshops: 5 additional sessions planned for winter, spring.

“Fully Engaged Customer Service” by Cheryl Gould: these workshops were so popular they’re planning to offer more in 3 locations this spring.

Train Station:

Over 30 continuing education opportunities during December!

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

CEinfo listserv:

113 members, open to anyone in the library community.

To subscribe visit: <http://lists.ncmail.net/mailman/listinfo/ceinfo>

Cal announced they have slowed down on the affiliated libraries issue.

For more information on these topics email Cal at cal.shepard@ncdcr.gov or call her at 919-807-7410.

She will be posting monthly reports online every month, which will be archived. They’re available here: <http://statelibrary.ncdcr.gov/monthlyreport.html>

Treasurer’s Report

Treasurer Louise Humphrey distributed copies of the Treasurer’s report.

Minutes

Secretary Elizabeth House emailed minutes from the August 2012 meeting, and had copies on hand for anyone who needed them. Ruth Ann Copley moved to accept the minutes. Ross Holt seconded the motion. The vote carried to accept the minutes.

NC LIVE Report

Greg Needham, Chair of the NC LIVE Librarians’ Council said that they want input from the library directors regarding the reassessment NC LIVE is doing.

Tim Rogers reiterated, saying they need our input/feedback in order to get a sense of public library needs and wishes, as well as that of the independent colleges, community colleges and UNC system.

NC LIVE’s Legacy:

15 years, from 1997-8.

Philosophy of “all for one and one for all.”

Strength from commonality, but no exceptions, no options.

Legacy strengths:

predictability for library staff and patrons.
Broad: a little bit of something for everyone.
This alignment gave us negotiating strength.

Legacy weaknesses:

“All for one” means we have to agree.
Breadth, but little depth.
Good deals, but some not used by all COIs.
Growing sense of "its great, but what we really need is..."
Fixed revenues (dues) has meant cuts, not adds.

Future changes?

Shift from “all for one” to “all for the right group.”
Options for group purchases through COI.
Options for group purchases through affinity.

Future opportunities:

Right sized deals for the right group and cost.
Provide savings for libraries and COIs.
More involvement from individual COIs.
One license, one invoice (additional savings.)
Greater influence during negotiations than just one.
Cohesive management of e-resources: contracts, stats, invoicing, etc.

Future Challenges:

Potentially watered down brand?
Loss of “all for one” approach?
May change NC LIVE staffing needs?
New/updated business model needed?
Requires the NC LIVE foundation to exist: setting up a nonprofit to sit alongside NC LIVE for billing purposes.

Only 3 resources were used equally by all COIs

What isn't changing: NC-LIVE wants to be our first and best partner when we want to do something collaborative.

Feedback from library directors: Questions? Comments?

How will it balance out: equal by databases? by dollars?
The academic libraries want and need very different things than public
The idea is to make NC-LIVE more flexible and nimble to keep up with change.
Glad to have NC-LIVE negotiate with the vendors, but concerned with how to make things fair to each COI.
May be necessary to revise the mission, but the Core is essential. Resource allocation decisions each library has made could be affected if the core goes away.
Core=academic and periodicals databases?
RAC will define what the core is based on our feedback.
Suggestion of using Maslow's hierarchy of needs (health, jobs, etc.)
Patrons age 0-15 years are currently unaddressed by NC-LIVE.
One big selling point public libraries can give as to why public libraries are needed when

we can just google is NCLIVE: these are sources that would be very expensive to individuals.

Galileo's COIs correspond with ours, but also include public and private schools. They updated their model and it is working well.

Proquest is leaving Ebsco, NCLIVE is negotiating now. Tim asks us to not buy New York Times through Proquest, because it undermines his position.

NCLA

Dale Cousins of NCLA:

NCLA is the only statewide organization whose focus and mission is to benefit the entire library community of NC.

They are mending fences with school librarians and have planned a collaboration with the NC School Media Association for Legislative day.

Goals:

Provide forum for discussion of library related issues.

Promote research and publication related to library in info science and provide opportunities for professional growth.

Support formal and informal networks of libraries and librarians.

Identify and help resolve special concerns of minorities, paraprofessionals, and women in the profession.

Strategies:

Provide continuing education for all library personnel through workshops, programs, and conferences.

Inform members of legislation which affects libraries and library personnel, with opportunities for involvement at federal and state levels.

Publish *North Carolina Libraries Online*, an award winning journal devoted to discussion of library issues.

Award scholarships to library school students.

Recognize outstanding contributors to librarianship.

Accomplishments:

Networking events

Workshops

Leadership Institute

Financially stable

Enhance NCLA presence through use of social media

Website will be updated this biennium

Want to increase membership:

Form partnerships with other organizations

Want to be more responsive to us

Would like to have a seat at each NCPLDA meeting

NCLA conference coming up October 15-18, 2013 in Winston-Salem

Committee Reports

Archives: Martha Schatz

Archives summary is complete through 2010; 2011 will soon be done.
New archival materials unearthed in New Hanover. (If you clean out a back room and find archival materials pertaining to NCPLDA, please let Martha know.)
Thanks Margaret Marshall for taking lots of pictures at the awards banquet.

Awards: Melanie Holles, Chair

The committee will call for new nominations in the spring, and will meet in August 2013 to review submissions and make decisions.
Expect a few changes on the application form, but the eligible awards will be the same.
The awards year runs July 2012 through the end of June 2013.

Hospitality: Ed Sheary, Chair

Ed couldn't be here for this meeting; no announcements at this time.

Legislative: Ross Holt, Co-Chair

Senator Burr was made a friend of NCLA.
Please continue to collect library success stories on Wordpress website.
Ross has learned about a free email service called Mail Chimp to replace paying for Constant Contact.
The Legislative Committee met with lobbyist Theresa Kostrzewa.
They decided on a legislative goal of 17 million dollars.
Theresa recommends continuing with the message that libraries help people get jobs and start businesses, and also play a key role in early childhood literacy.
Tuesday, March 26th will be Library Legislative Day. The focus is on local constituents meeting their legislators. It helps to make appointments with representatives.
The committee talked with 2013 NCPLDA President Ruth Ann Copley about building the spring meeting of NCPLDA around Library Legislative Day to get better attendance.
60% of this legislature will be in their 1st or 2nd term, so this should be malleable group.
Now is the time to meet with new legislators, invite them to the library, and educate them about the importance of State Aid.
Lately we haven't had a legislative champion, so we need to start building those relationships.
Tom Tillis will likely remain speaker of house for this session, and Ruth Samuelson or Mike Hager may be next speaker.
The budget originates in the Senate this year.
Susan Kluttz is big advocate of early childhood education, so she might make a good Secretary of the Department of Cultural Resources.
Theresa will sift through the library stories collected on the website and use them to reinforce our message, especially as relates to helping citizens get jobs.
Please continue to promote the "I love NC Public Libraries" facebook page: the more numbers, the better.
Theresa will identify key legislators and will keep tabs on the "Work for Pat McCrory" status.
It's not too early to reach out to legislators.
The committee is looking for branding to justify why we need state aid. The idea is to complete the sentence "State Aid enables libraries to ??????" with something clear and cogent.
Key Legislators:
House:
George Cleveland, Onslow Co.

Mike Hager, Rutherford Co.
John Torbett, Gaston Co.

Senate:

Phil Berger, Rockingham Co.
Harry Brown, Onslow Co.
Pete Brunstetter, Forsyth Co.
Neal Hunt, Wake Co.
Jim Davis, Macon, Franklin, Jackson
Tommy Tucker, Union Co.

Freshmen:

Tammy Barringer, Wake Co.
Rick Catlin, New Hanover Co.
Rayne Brown, Davidson Co.
Ruth Ann says the Facebook pages are linked on the NCPLDA website.

Membership: Jody Risacher & Lynn Thompson, Co-Chairs

Jeffrey Watson reported that an email was sent to new members letting them know about NCPLDA with meeting dates.
Lynn went to the State Library's orientation of new directors to encourage them to join.

Nominations: Karen Foss, Chair

Nominations for representatives:
County Representative: Holt Kornegay
Regional Representative: Molly Westmoreland
Municipal Representative: Louise Humphrey
Library Commission Representative:: Dan Barron
Nominations from the floor were requested, but none were made.
Jeffrey Watson seconded nomination of the committee's slate.
The vote passed by acclamation.
The new by-laws stipulate that the officers be appointed by the Board of Directors. The nominating committee's slate is:
President: Ruth Ann Copley
Vice President: Jody Risacher
Treasurer: Margaret Marshall
Secretary: Dana Eure

Website and Marketing: Ruth Ann Copley: Chair

Agendas and minutes have been updated on the website.
Ruth Ann asked everyone to send PowerPoint presentations to her home email rcopley@triad.rr.com.

Green Library Task Force: Dan Barron, Chair

Dan and Jody Risacher have been talking about planting the seed for greener libraries to see what positive changes we can make. They have a link on NCPLDA's website.

Broadband Task Force: Dan Barron, Chair

The committee has been keeping up with MCNC to see what can be done to complete final mile connection. Libraries are considered anchor institutions.

Cal has been in touch with MCNC and Brian Layh. One of the major goals from the beginning is to have funding from the legislature. This will require lobbying on our part, because Cal can't do it. It will be 2014 before MCNC finishes the middle mile. The most important thing is to create a benchmark: bandwidth, cost, provider, etc. so we can determine if residents are getting the best access at the best cost. Without broadband, we won't be relevant in the future.

Additional announcements:

Ruth Ann Copley presented outgoing President Carol Wilson with a gift from the NCPLDA to thank her for all her hard work.

Next Meeting:

Ruth Ann announced our next meeting will be March 25, 26th in Raleigh, in coordination with Library Legislative Day, rather than Wilmington. The August meeting will be in Lake Lure.

Hearing no other announcements, the meeting was adjourned at 11:10 am.