

Oregon State Library
BOARD OF TRUSTEES MEETING
February 13, 2015
Oregon State Library, Salem

Board members present: Aletha Bonebrake, Sam Hall, Susan Hathaway-Marxer, Leslie Hicks, Ann Malkin, Jennie Tucker.

Not present: Ebonee Bell.

Guests present: Holly Valkama, Coraggio Group; John Borden, Legislative Fiscal Office.

Staff present: MaryKay Dahlgreen, Margie Harrison, Shawn Range, Jessica Rondema.

Chair Aletha Bonebrake called the meeting to order at 9:00 a.m.

Chair Bonebrake noted that the discussion of *Libraries of Oregon* is going to be at the March meeting, though the December 5th minutes state otherwise.

APPROVAL OF MINUTES

There was a typo in the December 5th minutes on page 8 of the Board Agenda Packet. Rondema will fix the mistake.

Hathaway-Marxer moved to approve the minutes from the December 5, 2014, Board meeting. Tucker seconded. The motion passed unanimously.

INTRODUCTIONS

MaryKay Dahlgreen introduced Holly Valkama from the Coraggio Group in Portland. Dahlgreen discussed the progress on the State Library's strategic plan that we have been working on over the last six months with the Coraggio Group. We have moved through the operational planning phase and are beginning implementation. From the strategic plan framework that the Board created in August, we developed four strategic imperatives: Build Awareness of the State Library, Focus on the Customer, Cultivate Staff Strengths, and Enhance Partnerships.

STRAGETIC PLAN AND OPERATIONAL HIGHLIGHTS

Valkama spoke to the Board about the operational planning groups. Creating these groups allowed us to tap into the talents of staff within the four strategic imperative areas. The Focus on the Customer group will need to understand our customer segments and their needs, being clear about the customers we uniquely serve. Enhancing Partnerships coincides with the request from the Legislature to work with Archives and the State of Oregon Law Library, as well as leveraging additional partnerships. Build Awareness of the State Library will address what it means to have and build a brand, ensuring that people are aware of us and our value. Finally, Cultivate Staff Strengths will focus on staff development, training, and maintaining current job descriptions to leverage our staff.

The State Library managers met to prioritize the initiatives, adjust the timeline, and make sure the objectives are achievable. This operational plan has a span of 18 months. We will be using

the Excel tool we received from Coraggio to track our progress. Although Valkama's role in assisting us is now complete, she will still be available as a resource.

Manager sponsors and project leads have been identified for the four strategic imperatives. The work has been divided up so it does not fall to one single person.

Valkama recommended that every year we factor in the time to create an operational plan before we submit our budget. We should also revisit the plan to verify that the vision and mission are still applicable. The process should be easier and faster as we gain more practice.

BOARD ROLE & THE STRATEGIC PLAN

Valkama led the Board in a discussion of their role and responsibilities with regard to the strategic plan.

The first role that was discussed was that of *awareness*, in which creating awareness in certain areas of focus will help move that strategic effort forward. The brainstorm included discussion of visiting local libraries to share the point of view of the Board, ensuring that the Board understands the State Library's programs and strategic plan, and raising awareness by being involved in various organizations. The Board also discussed the importance of providing distribution materials to create follow-up or provide additional information as well as knowing the relationship status of the State Library's partnerships. It is necessary to develop talking points or an elevator speech to concisely communicate information about the State Library and maintain a unified voice. It would be beneficial to raise awareness of the Oregon State Library within the Oregon library community, as some librarians and library staff around the state do not know where their grant money comes from. Awareness may not be a strong enough word for this role, however, since it requires knowledge and understanding more than simply awareness.

Valkama asked the Board to think about how to take action on these ideas in order to fulfill the awareness portion of the Board's role. For example, by what processes will the Board members remain up-to-date on what is happening at the State Library, acquire the materials to distribute to interested parties, and increase awareness of the State Library? It is part of the Board members' responsibility to create awareness in our areas of focus to help move the strategic plan forward.

Many of the ideas identified as relating to awareness also relate to the second role for the Board, which is *advocating*, in which it would benefit the State Library for Board members to have an advocating role. These include talking points, presenting a unified voice, opening doors to further partnerships, advocating within the library community, being available for critical policy and political conversations, and developing "asking" strategies when asking other organizations for contributions or expertise.

The third role that was discussed was *accountability*, where the Board is accountable for the State Librarian, the managers, and the State Library itself. The Board is accountable to the community and all Oregonians by listening and gathering feedback as well as communicating information from the Board. It is also important to gather information about the State Library in order to fulfill the other roles of the Board. There will be periodic updates that will include a deeper level of detail in order to inform the Board about our progress. There was also a discussion about contributing financially to the State Library and attending and being prepared for Board meetings.

Valkama discussed a proposal for how the staff will report progress on the State Library's strategic initiatives. Every other Board meeting (three times a year), staff would include a page in the Board packet for each of the focus areas which would include metrics, our progress toward our target, highlights with explanatory responses, ideas for how to address any issues with achieving the target, and upcoming activities. Staff can give a verbal report which corresponds to one of those progress reports during the division reports, which will connect the work that we are doing to making progress in our strategic imperatives.

Dahlgreen appreciates the roles that the Board identified, especially their role of being available for political and policy conversations, providing the Board's point of view outside the State Library, and raising awareness of the State Library.

Bonebrake and Hall agreed to work together to create a cohesive set of Board roles and develop next steps. They will report their progress at the March or April Board meeting.

Dahlgreen and the Board expressed sincere thanks to Valkama and Coraggio Group for the work they have done with us.

“ROLE OF THE STATE LIBRARY” PROJECT – CHARTER

This project deals with the State Library and its role with the public regarding historical materials. The title of the project was changed to the “Role the State Library regarding Historical Oregon Materials” to make the project's purpose clearer.

Dahlgreen has called together a group of people to meet regarding this topic. These people include Sam Hall of the State Library Board, State Archivist Mary Beth Herkert, State Law Librarian Catherine Bowie, a representative from the Oregon Heritage Commission, Oregon State University, University of Oregon, Oregon Library Association, Oregon Historical Society, and historical researcher David Lewis with the Confederated Tribes of Grand Ronde and Kim Jensen of Western Oregon University. This group will also be seeking input from Oregon's heritage and culture community.

This issue deals with the fact that the State Library has a statutory requirement to serve the public, but the Reference Room had been funded with state assessment funds. Factors relating to this issue include possible statutory changes, funding options, location and ownership of materials, and accessibility. There may also be partnership opportunities.

Public access to Oregon heritage collections is a much wider issue than simply dealing with the collections that the Oregon State Library possesses. We are hoping to facilitate a larger look at the historical treasures of Oregon, where they are housed, and how they can be accessed.

The Board discussed the status of digitization in Oregon, referring to the Envisioning Oregon report from 2009 and the Recommendations for Oregon's Digital Collections report, written by Danielle Plumer of DC Plumer Associates, L.L.C in 2013. The State Library's Electronic Services Consultant, Arlene Weible, has been working with people in Oregon and Washington to organize a digital summit in order to address digitization.

The Board brought up the topic of a portal that has been discussed over the last year as a way to access and search the collections of multiple organizations. Addressing the idea of the portal is one of our primary focuses for our strategic imperative of Enhancing Partnerships.

One of the reasons for addressing this issue is to align our statute, our policies, our mission, and our practices. It will be valuable to determine which organization is responsible for which materials.

2015 LEGISLATIVE OVERVIEW

The Legislative Session began on February 2, 2015. There are three bills that relate to the Oregon State Library that were included in the Board agenda packet. Our budget is Senate Bill 5519, which will appear before the General Government Subcommittee. Our budget hearing will take place on March 2nd and 3rd.

House Bill 2479 makes the change from the Ready to Read grant program to the Reading for Success grant program. This bill will be heard by the House Education Committee, a policy committee. The change alters the wording of the program to include 15 - 17 year olds, to require outcome-based evaluations, and to include school-age programs during school year. Katie Anderson, Youth Services Consultant at the State Library, will provide testimony for the Ready to Read bill.

The Oregon State Library is named in House Bill 2650, which was introduced by Representatives Komp and Nathanson. This bill involves the State Library working with the Department of Education to distribute grants for a program from OregonASK called SL3: Summer Learning, Summer Libraries, Summer Lunches.

The following legislators are members on General Government Subcommittee of the Joint Ways and Means Committee: Senator Betsy Johnson, Senator Elizabeth Steiner Hayward, Senator Doug Whitsett, Representative Greg Smith, Representative Nancy Nathanson, Representative Betty Komp, Representative Kathleen Taylor, and Representative Dallas Heard.

The State Library's budget hearing will occur on March 2nd and 3rd. Our Legislative Fiscal Office Analyst, John Borden, will be presenting the numbers portion of the budget. Dahlgreen will give a budget presentation on March 2nd, during which she will discuss the State Library's budget and operations. She will discuss how our requested budget will produce the results that we expect. Dahlgreen will present information about administrative changes, performance measures, and summaries of proposed legislation. The budget presentation requires a plan for a 10% reduction in general funds, federal funds, and assessment funds, as well as a discussion of our long-term vacancies. On March 3rd, Dahlgreen will present the State Library's Strategic Plan, and there will be the opportunity for public testimony. Bonebrake will provide testimony.

Oregon Library Association has their Library Legislative Day on April 29th. Board members can make appointments with their legislators, especially if they are members of the Joint Ways and Means Committee.

PLANS FOR THE NEXT MEETING

The next Board meeting will be held on March 20th at the Salem Public Library in Salem.

The Executive Committee discussed the idea to create a list of significant events for Board members to be aware of separate from the business meetings.

The meeting adjourned at 12:15 p.m.

ACTION ITEMS

- Rondema will make the edit to the December 5th Board meeting minutes before posting them on our website.
- Rondema will capture the brainstorming session notes about the Board's role and send them to Bonebrake and Hall.
- Bonebrake and Hall will create a cohesive set of Board roles and develop next steps, on which they will report at the March or April Board meeting.
- Rondema will send out information about the upcoming Oregon Library Association Conference.