

Oregon State Library
BOARD OF TRUSTEES MEETING
February 22, 2013
Oregon State Library, Salem, Oregon

Board members present: Sue Burkholder, Ebonee Bell, Aletha Bonebrake, Sam Hall, Susan Hathaway-Marxer, Ray Miao. Not present: Shannon Applegate.

Guests present: None.

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

Chair Sam Hall called the meeting to order at 10:04 a.m.

APPROVAL OF MINUTES

Miao moved to approve the minutes of the December 14, 2012, Board meeting. Hathaway-Marxer seconded. The motion passed unanimously.

REPORTS OF BOARD CHAIR AND TRUSTEES

Executive Committee Report

The Executive Committee met on January 29th. Hathaway-Marxer inquired about the State Library not meeting our maintenance of effort requirement in FFY 2011 and the waiver request. The Federal government requires that the State does not reduce our state money because we receive Federal money. The Maintenance of Effort (MOE) is state money. This will be our first time submitting a waiver. IMLS received twelve waivers last year. For the MOE, we use the Ready to Read grant and Talking Book and Braille Services. The amount is based on the average of the previous three years.

Hathaway-Marxer also inquired about the legislative bill regarding the NFB Newslite, which is currently partially funded by TBABS. The National Federation for the Blind is requesting that the NFB Newslite be funded by the Public Utility Commission. We would save about \$13,000 per year of donation money.

Miao mentioned that there will be two vacant positions on the Board after June. Applegate has decided not to reapply, and Burkholder is reaching the end of her second term. Burkholder expressed willingness to assist us with projects in the future.

Other Board Reports

Miao reported on events in Bend. The semiannual prediction of taxes rates from the county assessor's office was released, which predicted between a 1 and 6% increase. Their district has saved up and can continue for a few more years, with no reductions to staff or services. Miao met with Library Development. The main topic of discussion was the reorganization. Many people in the team see this as a positive opportunity. Miao asked the team what role they have as Library Development in assisting this library with its development. The team members are not resistant to change and are not worried about losing positions, but have concerns about redefining their

job descriptions. Miao also spoke with the team about LSTA grants. The past practice has been to fund only three years of ongoing projects. The team also agreed that the Board and the State Librarian should lead the reorganization of the State Library.

Burkholder reported that last year the Eugene Public Library had to reduce their budget and the branches' operating hours. There is still a shortfall in the budget, and the city is putting a \$10 per household fee on the May ballot. If this does not pass, the city may eliminate the two branches. Burkholder met with the GRS team, who were in a place of frustration, due to the Governor's budget. The word "eliminate" and being so directly targeted is causing them to struggle with the concept of reorganization and reimagining services. Many on the GRS team feel that there was insufficient direction.

Dahlgreen said that the word "eliminate" is devastating. Being told how much money or how many positions to cut would have been easier. Dahlgreen appreciates that we have been given the opportunity to reorganize ourselves.

Burkholder mentioned that many members of the team seem to be thinking about which services to cut, rather than imagining we are building up the State Library and choosing our top services. They discussed the team's survey, which has received over six hundred responses in less than a week.

Hathaway-Marxer also visited with the GRS team and reported that they seemed overwhelmed by the timing of the process. There is a thought that we should still be defining what is essential, rather than thinking so globally. Some team members feel that the tools they need to do their jobs will require more money. The team also expressed concern that there is no third party facilitator (someone outside of state government). Hathaway-Marxer reported that Sherman Alexie will be at the Arlene Schnitzer Concert Hall on March 12th for Everybody Reads. In addition, the Oregon Book Awards will be at the Gerding Theater on April 8th. Dahlgreen also mentioned the Oregon Battle of the Books (OBOB), which is a project of the Oregon Association of School Libraries (OASL). Elke Bruton, librarian in TBABS, is the co-chair of the OBOB committee.

Bell reported that the Multnomah County Library is doing very well, and will be restoring hours and hiring in July. She visited with the LAS team, who seemed in good spirits. A few of them have worked for the State for over 20 years. She felt that this department was flexible, in terms of what they do.

Bonebrake also met with the LAS team, and discussed the myriad tasks IT does to keep others functioning. They talked about what could happen if any or all of us were pulled into DAS. They also discussed "bumping" people in positions and the criteria necessary for someone to take over another's position. Robin talked about creative changes with volunteer services and internships.

Hall visited with TBABS. He mentioned the dedication ceremony of the Braille American Flag as an amazing opportunity. TBABS still has a beneficial partnership with the Delta Gamma sorority at Willamette, who rotate volunteers to help in TBABS. Hall asked the team about the ideas and goals mentioned in the Workgroup on Libraries and Archives in Oregon report and the recommendation to work with younger children through the schools. They had a good discussion about ways to expand the clientele.

REPORTS OF THE STATE LIBRARIAN AND STAFF

Activities Since the Last Meeting

The Board went over the quarterly performance report and the budget reports. Burkholder had a question about one of the amounts in “Personal Services.” Range fixed this number and distributed revised copies. They also reviewed the Affirmative Action report, about which Hall mentioned we are doing well.

Burkholder asked if we can take steps to make the TBABS endowment a true endowment. Dahlgreen said that one of the questions is how we would take funds out of treasury and transfer them to a foundation. This would require a statute change.

The Ready to Read Summary shows the statistics from 1993 through 2013. It gives an idea about how the amounts have gone up and down over the years. It also makes a difference having the thousand dollar minimum, so libraries that may have received as little as \$29, received \$1,000.

Dahlgreen went over the Oregon Public Libraries survey. Every year, we collect statistics from all the public libraries that are required by statute to report to us, and Ann Reed makes sure the statistics report is correct. We then submit the statistics to the Federal government. IMLS is responsible for this project, putting together a piece on each state. It shows the differences in national average and regional average, and Oregon is doing very well.

The Board continued to review the Quarterly Performance Report. Since OSLIS has been fixed, the number of visits is rising. The TBABS registration numbers vary greatly, depending on recent outreach or purging of records. The number of volumes added is down, which means downloads are up. The team is more methodical and intentional about the materials they order to save space and increase efficiency. Volunteer hours are also down due to the increased use of the new digital players. TBABS is looking at new and creative ways to use volunteers. GRS has seen a dip in research transactions, but contacts have risen. However, outreach and training numbers were down.

Dahlgreen has been appointed to the State Historical Records Advisory Board.

Caleb Tucker-Raymond, the Statewide Reference Service Coordinator at the Multnomah County Library, is planning to convene a summit about virtual reference, such as Answerland (L-Net), in the state. The Multnomah County Library is making some shifts now that they are moving from a county department to a library district. There has been discussion about the funding structure. This summit will be a statewide conversation about how we provide and fund virtual reference in the state. Dahlgreen will tell the Board when the summit is scheduled.

Jessica Rondema has contacted the Board about Washington State Library (WLA)/Oregon Library Association (OLA) conference. Dahlgreen will try to reserve a meeting room at the Fort Vancouver Regional Library. We are encouraging Board members to attend, as many people were pleased to see State Library Board members at the conference last year. Dahlgreen and Rand Simmons, State Librarian of Washington, are scheduled to do a joint presentation about state libraries.

The State Library has been requested to present budget reduction options (5, 10, 15% options) for our 13-15 budget. We were also asked to do a reduction plan for Other Funds. We took what

was put in the budget request, and added another 5% reduction, which would be the Ready to Read fund in LD. We will also look at reducing staff and print magazines and newspapers, for these options. We will have a position open after today, as our Online Services Librarian Brian McGuirk is leaving the State Library. This position will not be filled, although there is funding to temporarily staff the position. We can also put these salary savings on our budget plan. It is worth noting, however, that if we cut Ready to Read, we could lose Federal Funds.

As Hall mentioned, we had a public dedication of the tactile Braille American Flag, which was dedicated by the President of the Oregon Columbia Regional Group of the Blinded Veterans Association, Governor Kitzhaber, and MaryKay Dahlgreen. TBABS did a really nice job in coordinating this successful event. Dave Hegeman, with help from other members of the staff, has put together a new exhibit from materials in our collection on the Early Exploration of the Pacific Northwest.

There was a relatively positive revenue forecast last week. However, Federal sequestration is looming. The Board may need to make choices about which approved LSTA grants will actually receive funding.

Report on Libraries of Oregon

Arlene Weible gave a report on the Libraries of Oregon website. The State Library partnered with Oregon State University Libraries in 2011 to develop a web portal for Oregonians to access digital resources, regardless of whether they have a public library serving them. It also helps citizens locate their nearest public library. Oregonians can browse popular topics, use databases, and link to other statewide library services, including OSLIS and the newest project, the Oregon Library Passport Project. This project, created by the Oregon Library Association, is a reciprocal borrowing program with currently up to 86 participating libraries.

OSU has a resource that collects statistics for visits to the site, but they will now be using Google analytics to filter results for better usage analysis. The Libraries of Oregon website uses new technology (geo-location) to analyze IP addresses to authenticate Oregon users. They are still working on Mobile access.

In the spring and summer of 2012, packages of brochures, bookmarks, and magnets were distributed to all public libraries in Oregon. Extra materials were sent to specific groups. More promotion needs to be done, such as reaching counties that are unserved, possibly through Chambers of Commerce. A future development is providing advocacy resources and tools for citizens to access to promote their library. The partnership with OSU also needs to be better documented with a Memorandum of Understanding and a concrete infrastructure.

OPEN FORUM

No one was present to comment.

NEW BUSINESS

Reorganization Steering Committee Report

When the Governor's Budget was released on November 30th, the State Library was told to reorganize or we would not receive our second year of funding. Sarah Miller and Barry Pack from the Office of the Chief Operating Officer offered their support in helping us reorganize successfully. Dahlgreen and Pack met in late December to determine how to proceed. They were

planning to have an outside facilitator assist with the process. DAS put out an RFP, and were willing to pay for a facilitator.

Dahlgreen created an OSL Reorganization Steering Committee with the following membership: Sam Hall, Barry Pack and Jeannine Beatrice from DAS, three managers (Shawn Range, Susan Westin, Margie Harrison), two staff members (Heather Pitts and Joel Henderson), State Archivist Mary Beth Herkert, and a member from each advisory council (Christopher Rumbaugh from the LSTA Advisory Council, Julie Curtis from the GRS Advisory Council, and Bob Disher from the TBABS Advisory Council). Jessica Rondema is serving as committee support. The committee spent two meetings laying out the State Library's current services, what resources they require, and how they are funded. We then needed feedback from the staff and our constituents.

While surveys were being developed and distributed, the Committee held their third meeting. Dahlgreen sent out a chapter from a thesis entitled, "State Libraries in the United States: Identifying and Meeting the Challenges of the Twenty-First Century," by Sandra Gioia Treadway (2007.) One main suggestion to come out of reading this thesis is creating a Foundation to get public support. It also suggests letting policy makers know how we can serve them to get them what they need to do their jobs. The group also discussed other State Libraries in the United States and where we fit in comparatively.

Each team developed a survey for their constituents, to ask about their priorities of our services. These were informational, not scientific surveys, and we received a lot of customer feedback on people's perspective of the critical services of the State Library. Jeannine Beatrice also held scheduled focus group meetings with the staff to hear their perspectives, thoughts, and concerns. Barry Pack was on the Improving Government Program Funding team and has been helping us clarify the parameters of the reorganization. At the meeting yesterday, he asked the group to identify the five services that are absolutely critical to the State Library. The committee brainstormed and identified four key roles of the State Library: LSTA Administration, consulting and working with local libraries, delivering talking books, and providing electronic resources (databases, inter-library loan) to state agency staff. We will then need to look at what to do with current services that don't fall into those categories.

Dahlgreen and Beatrice have been compiling the information from the staff focus groups, the survey responses, and the Reorganization Steering Committee brainstorm to put them all together into categories. There are quite a few common themes. A number of responses illustrated the tendency to romanticize library services, seeing the services' importance to the community, but not using them personally. We need to focus on the core services that we can provide, such as negotiating database licenses, providing access to articles, increasing our training and outreach, etc.

There was discussion about how state employees access information and whether they have the knowledge and the tools to be able to find what they need for their jobs. The Legislative library was also discussed. Burkholder commented that our best approach may be to show how we efficiently benefit state agencies and citizens, rather than trying to convince legislators that they need us.

Miao said that this is an opportunity for us, because the legislation needs to change and we need to be part of it. We have the opportunity to define the role of the State Library and who we serve.

Bonebrake mentioned that having specific legislation can be beneficial and offer protection. Our current legislation does not specify how we serve our constituencies.

Dahlgreen will be giving her budget presentation to the General Government Subcommittee of the Joint Ways and Means Committee, which is scheduled for March 14th and 18th. She will explain the Reorganization Steering Committee's progress. She will be presenting only the draft framework for the plan with the specifics to be added later.

Dahlgreen mentioned that she will gather input from the committee about what she will present at the budget hearing. The common understanding that there are core services can be taken to the Legislature, as well as what we plan to move or eliminate, and our timeline for looking at new statutes, working with other agencies, etc.

Hall expressed concern that with these core services, we will not be adequately meeting our primary responsibility to support informed decisions of government. He does not feel that the people will be receiving the best information without the trained professionals.

The Reorganization Steering Committee has been discussing services, not goals or missions. Miao felt that the goals and missions should come first, followed by how we provide the services.

The Board has asked to have the materials that were provided to the OSL Reorganization Steering Committee also be provided to the Board members.

Dahlgreen needs to turn in the budget presentation by March 7th. As she presents the draft plan to the Legislature, she will also be presenting it to our constituents.

By the April Board meeting, we will hopefully have an idea of where to head based on the reactions to the budget hearing. The Board will need to direct the Reorganization and will need to approve of the plan.

At the budget hearing, Dahlgreen will be very clear that this plan has not gone to our policy making Board. This is only what has come out of the Reorganization Steering Committee. She will show that the Committee is making a good faith effort to acknowledge that we need to reorganize. When we laid out our assumptions, we agreed to reduce our budget, and be more effective and efficient. We understand the need to reorganize and appreciate that we've been given the opportunity to do this ourselves.

The Reorganization Steering Committee may continue to meet after the budget hearing, but eventually the group will have a different membership, including a representative from the union.

LSTA FY 2012 Spending Recommendations

Uncommitted FFY2012 Library Services and Technology Act (LSTA) monies

The LSTA Advisory Council generated ideas of how to spend the uncommitted LSTA funds for FFY 2012. Sue Burkholder commented on the idea to use the funds for outcomes-based evaluation consulting and training. She would like to see the money used this way but would also like to see LSTA money go toward actually carrying out outcomes-based evaluations to give us a product. Miao mentioned that this training fits right in with the reorganization of the State

Library. Hathaway-Marxer suggested caution, because things can change drastically at the Legislature. Westin commented that this is just the first step: training us and then other libraries.

Burkholder made motion to approve the recommendation of the LSTA Advisory Council to proceed with this method of identifying projects to spend the uncommitted LSTA monies. Bonebrake seconded. There was discussion that more sessions would be better and that if we can put more money into this training, we should. The motion passed unanimously.

Dahlgreen said that the LSTA Council can report back to the Board at the June meeting to mention how these projects are progressing. They will be happening concurrently, with different LD staff focusing on different projects.

Benchmark #38

Benchmark #38 is a measure of Oregonians who are unserved and underserved by public libraries. The Oregon Progress Board, who oversaw the Benchmarks program, has been defunded. Dahlgreen recommends that the Board review Benchmark #38 and update the title and the criteria. Hall said he was inclined to accept the recommendation, and appoint a Board subcommittee to work on this.

Oregon Library Association's Public Library Division (PLD) is currently rewriting their standards. They are discussing the idea of asking the State Library to certify public libraries, based on the standards, which is a practice of other state libraries. The interested Board members could sit in on the PLD standards meetings and have their own conversations. Bonebrake moved to accept the State Librarian's recommendation. Burkholder seconded. The motion passed unanimously.

OSL Legislative Budget Hearing

The State Library's legislative budget hearing is scheduled for March 14th and 18th, although the dates may change. Our budget bill from the Governor's budget will be heard by the General Government Subcommittee of the Joint Ways and Means Committee. There are two new co-chairs of the committee this year: Senator Elizabeth Steiner-Hayward and Representative Greg Smith. Other members include Senator Betsy Johnson, Senator Doug Whitsett, Representative David Gomberg, and Representative Nancy Nathanson. Dahlgreen will be making appointments to introduce herself to the members of the committee and discuss the State Library.

There are very specific instructions about the structure of the budget hearing. They want to hear about the current services we provide and our results. Dahlgreen will also be sharing with them our progress on the recommendations from the Workgroup on Libraries and Archives in Oregon. Jim Carbone, DAS Budget Analyst, will be presenting the Governor's Budget on the second day, and the Chair Hall will be there for public testimony. Dahlgreen will discuss the work of the OSL Reorganization Steering Committee and show that we understand the Legislature's concern about government efficiency. It will be important to acknowledge that the Governor's recommendations are contingent on the Legislature. The Governor's Budget also increased the Ready to Read grant amount to include 15-17 year olds, in addition to 0-14.

Plan for Horner Library Staff Exchange Project in 2013 and 2016

John Horner gave \$15,000 for the State Library to participate in the Horner Library International Exchange Program. Fujian province is our sister province, and the Fujian Provincial Library is

our sister library. Every three years, four librarians from the province come to Oregon in the spring. In fall, we send three librarians from Oregon to Fujian province. We have handed the project over to the International Relations Round Table (IRRT) of OLA, as it is very labor intensive, and some of their members speak Chinese. We have a Memorandum of Understanding with Fujian Provincial Library, signed in 2011, through 2016. It allows for an international exchange in 2013 and 2016. We have been able to use the interest on the Horner fund, but it is running out. We have also used receipts from our conference room rentals, but the number of agencies that are being charged has been drastically reduced.

Dahlgreen's recommendation is to transfer the \$19,000 remaining in the Horner Fund to the OLA IRRT with the understanding that they will facilitate the 2013 and 2016 exchanges. The IRRT may try to find another way to fund these exchanges after 2016. Burkholder moves that the Board accepts the State Librarian's recommendation. Miao seconded. Motion passed unanimously.

PLANS FOR NEXT MEETING

The next board meeting will take place on April 24th in Vancouver; ideally at the Fort Vancouver Regional Library, to correspond with the OLA/WLA joint conference on April 25th and 26th.

Chair Sam Hall assigned subcommittees of the Board to take on specific tasks. Bonebrake and Hathaway-Marxer expressed interest in Benchmark 38, and Burkholder and Miao will look into Foundations. Hall will look at virtual reference services in the state. The entire Board expressed interest in being involved with the State Library Reorganization. The Board members will be given the documents and materials from the OSL Reorganization Steering Committee and will be included on the list to receive updates.

At the April meeting, items on the agenda will be the GRS Advisory Council change, and reports from subcommittees on Benchmark 38, Foundations, Virtual Reference Services in Oregon, and the Reorganization.

The June meeting will be the last Board meeting for Burkholder and Applegate. We still may meet in Oregon City, but we need to find a meeting room. Dahlgreen will look into this.

The meeting adjourned at 3:10 p.m.