

Oregon State Library
BOARD OF TRUSTEES MEETING
December 5, 2014
Oregon State Library, Salem

Board members present: Ebonee Bell, Aletha Bonebrake, Sam Hall, Susan Hathaway-Marxer.

Guests present: Leslie Hicks, Ann Malkin, Jennie Tucker.

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

Chair Aletha Bonebrake called the meeting to order at 9:00 a.m. She introduced our newly appointed Board members, Leslie Hicks, Ann Malkin, and Jennie Tucker, whose Senate confirmation will be held December 9th.

APPROVAL OF MINUTES

Hall moved to approve the minutes from the October 17th Board meeting as adjusted to reflect Bell's suggested change sent via email. Hathaway-Marxer seconded. The motion passed unanimously.

Bonebrake asked if the minutes need to be in chronological order or if similar topical information can be grouped together to reduce confusion. Rondema will consult Robert's Rules of Order.

The Board requested receipt of their agenda packets two weeks before the meeting, rather than a week and a half prior to the meeting.

REPORTS OF BOARD CHAIR AND TRUSTEES

Bonebrake discussed her correspondence with Sandy Thompson from Bend, who has written the Board two letters expressing concern over the closure of the Reference Room, citing relevant statutes. The information from Thompson's letters will be included in the committee discussions about service to the public. She does not have the time to participate in such a committee. Bonebrake will send Thompson the results of the work of our strategic planning process to demonstrate to her that her concerns are being addressed.

Hall asked Dahlgreen about the status of Willamette Valley Genealogical Society's move to the Salem Public Library. Dahlgreen understands that they are still working on the memorandum of understanding. They have asked us if they can leave their materials with us for a few more months, due to delays at Salem Public Library and we have agreed. We are currently determining ownership of the materials and where to send the pieces of our collection that do not fit our collection parameters or our mission. We are required to pay rent on the Reference Room space through June since we are required to give a certain amount of notice. Dahlgreen mentioned her plan to gather a group of key players together to discuss public access to our collections.

The Poetry Collection was created about ten years ago as a project for the Oregon Center for the Book. We had a Memorandum of Understanding with the Oregon Poetry Association. We have decided that this collection is not appropriate for the State Library. The Oregon Poetry Association has a new Memorandum of Understanding with the University of Oregon, and will

be moving their collection by the end of the month. The collection will get much more use at the university because students can access it easily and professors can incorporate it into their curriculum.

Hall reported that the estimate for the reading room project at Salem Public Library has risen 60%. The children's room should now be completed, with a grand opening in the beginning of the year. Hall will join a tour of the children's room next week.

Bell has been trying to invite a few authors to visit the juvenile detention center. Everybody Reads author Mitchell Jackson is willing to visit, but there are logistics that need to be worked out. She is also hoping to have Kim Stafford visit the juvenile detention center.

Hathaway-Marxer reported that Multnomah County authorities and the library district are still discussing the transfer of assets. Hathaway-Marxer asked Dahlgreen to speak about the library district measure that did not pass in the Josephine County election.

Dahlgreen visited Josephine County a few weeks ago to show her support and listen to their anger and sadness about their district not being passed. She attended the board meeting of Josephine Community Libraries, Inc. which is a private, nonprofit organization. She also attended their first staff meeting after the election. It is difficult for them to see how successful they have been with increasing the number of "yes" votes by about 7% since the last time they attempted to get a district passed.

Josephine Community Libraries, Inc. had put their fund-raising on hold due to the election. Now they are going to focus on fund-raising again. They are looking at their options for what to do next. Dahlgreen was impressed with the spirit of this group of people. They worked extremely hard but still came back to work the next day. The website for Josephine Community Libraries is www.josephinelibraries.org for those interested in contributing to their fund-raising efforts. They are going to receive the voting by precinct information to determine how they can change their tactics for next time.

Josephine Community Libraries, Inc. has a contract with the county, so we consider them to have library service, and not to be unserved. They are a completely independent private nonprofit group. Dahlgreen praised director Kate Lasky. A number of the people who worked on this campaign will also be working on a public safety campaign. There may be opportunities to cross-pollinate some support.

The Board needs to be cautious about showing support without getting involved in politics. Dahlgreen is careful to be supportive of the library, but to not take a position.

Josephine Community Libraries has just received their third year of LSTA funding for their project which promotes and provides information about databases.

Malkin reported that in Deschutes County, the library is announcing their Community Reads selection with a cocktail party at the library. It is a very popular event. They are in their third year of their Author! Author! series, which is a fundraiser for the library system. They just hosted Jess Walter, and upcoming authors include Garth Stein, Ann Patchett, and Piper Kerman (author of *Orange is the New Black*). This series has been very successful. The library has

received grant money and is currently installing early learning spaces within their children's areas to promote early learning skills. The response has been very positive.

Tucker reported that there is no library in her town of Summerville, which has a population of 100. She drives 25 miles to the library in La Grande. Many of the towns in Union County have libraries. One is purely volunteer-run. Union County has not been able to pass a library district. Tucker hopes to change things in Union County. She is a supporter of rural Oregon libraries, has worked with LEO (Libraries of Eastern Oregon), and has served on the La Grande Library Board.

Hicks reported that her local library is the Independence Public Library, which is very nice for its size. The staff is very helpful and her children love it. They also use the Monmouth Public Library and the Salem Public Library, as well as making use of CCRLS (Chemeketa Cooperative Regional Library Service). Hicks' expertise is in corporate libraries, as a librarian for Nike in Beaverton. Her 4000 square foot corporate library was recently renovated. They are now building a new ILS system with a user experience firm in Portland.

REPORTS OF THE STATE LIBRARIAN AND STAFF

Dahlgreen highlighted a few of the reports contained in the Board packet.

Twenty years ago, State Librarian Jim Scheppke created the Library Council. This was a group of staff who met monthly to advise the State Librarian and the managers. Early in 2014, Dahlgreen asked the Library Council to survey the staff to determine whether the council was still meeting its purpose. A subgroup of the Library Council then helped Dahlgreen put together a plan for a redesigned council, called the Library Advisory Council. It will be a place for staff to bring agency-wide issues and discuss solutions. The managers will no longer be part of this council. One representative from each division will serve on the council, as well as two at-large members. Our committees such as Wellness, Charitable Activities, and the Green Team will no longer be under the council's oversight, but will be driven by staff interest. Other committees that are more job-related, such as Cultural Competency, will become workgroups with management participation. We will look at the Library Advisory Council's progress in July 2015.

Dahlgreen introduced Jessica Knieling to the Board. She works at the Chief Human Resources Office, dealing with the policy side of human resources. A few months ago, Dahlgreen held individual meetings with every member of the staff. A consistent concern was the agency's organizational development, the managers' skills and abilities, and the fact that we lack a robust performance management system. Our management team is very small, and they do not have the expertise or capacity to make all the necessary changes. Duke Shepard, our policy advisor, checked with Barry Pack at the Chief Operating Officer's Office. With Pack's assistance we are able to take advantage of Knieling's services on a part-time basis. She will help managers create accurate and timely position descriptions and develop a performance management system that she can use as a pilot for future, larger projects. She will serve as a private coach to our managers. Knieling has a very good background in human resources management. It is beneficial to have someone outside the library to work with the managers. She will not be serving as another HR manager, but will be working on this special project at no cost to us. This arrangement is an example of a great partnership between the State Library and Department of

Administrative Services. We will be highlighting this partnership and its benefits to the legislators.

Dahlgreen distributed the Executive Summary for the Rising to the Challenge report that she received in Jackson Hole, Wyoming, while attending the Chief Officers of State Library Agencies (COSLA) meeting in October. This report was created by the Aspen Institute from Washington, D.C. The Institute spoke with librarians, city managers, and other professional organizations that have an interest in libraries about how we can make public libraries ready for the digital age. The report lists four strategies for success: Aligning library services in support of community goals, providing access to content in all formats, ensuring the long-term sustainability of public libraries, and cultivating leadership. This is another useful tool to help us determine the future of libraries and how to make it a reality.

Dahlgreen demonstrated the Operational Planning tool which Coraggio provided for us. This tool will allow us to track our progress as we move forward. We have four groups responsible for our four strategic imperatives. We are working on developing initiatives, strategies, and tactics for each of the imperatives. This tool allows us to set priority level, note who is responsible, the dependencies, budget impact, external stakeholders, and comments. Range, business manager, will be inputting the data.

The Operational Teams will be doing their presentations in mid-January. That afternoon, the managers will get together and prioritize the plans.

Dahlgreen has just received the instructions from the Legislative Fiscal Office for our budget presentation to the Joint Ways and Means subcommittee of the Legislature. Dahlgreen will present a printed version of our strategic plan, making sure to find a balance between too much information and not enough.

The Governor's recommended budget has been released. We received both years of our budget as well as our two additional policy option packages: additional funding for the Reading for Success grant program and the use of general fund to pay for our State Library Specialist 1 position in Talking Books.

The Legislative Session begins on February 2nd. We have been asked to have our presentations ready by mid-February.

Bonebrake asked about the conversations we are planning to have regarding the statutes and our service to the public. In December, Dahlgreen will be preparing for meetings in January to discuss this issue. Hall has agreed to participate in these discussions.

Bonebrake also asked about Libraries of Oregon. The Board decided to discuss this issue at the February meeting. Prior to this, Dahlgreen will have some conversations with Faye Chadwell, the director of Oregon State University Libraries. The discussion about the Oregon Historical Society and our Reference Room will be part of the January discussions about our responsibility to the public and the statutes.

Hall mentioned a typo on page 28 of the packet. Dahlgreen will talk with Westin.

Hathaway-Marxer had a question about why there were three bequests, but only one was received. Dahlgreen will look into this as well.

Hathaway-Marxer also had a concern about the fundraising analysis, which stated that 1,300 people were added to the donation database, and 2,100 patrons were removed. She asked if that high number of people removed was due to very intensive house-keeping or if it is typical.

Dahlgreen responded that it is typical, as we are dealing with a very elderly population. Talking Books updates the fundraising database every single year.

Division Reports

An employee from each of the four divisions shared one activity from their division. Elke Bruton, Public Services Librarian in the Oregon Talking Book and Braille Library, gave a presentation on outreach in Talking Books. Dahlgreen drew the Board's attention to Talking Books' new logo, which was featured on the cover of the Board packet. It was created by the Printing and Distribution division of the Department of Administrative Services.

Bruton's primary focus in her position is outreach, where she drives around the state sharing information about our services. She and the outreach workgroup meet monthly to discuss current outreach activities, plan for the next quarter, and evaluate their successes. Their goal is to increase awareness of Talking Books and get more materials into the hands of those who qualify. The outreach efforts are active and focused, rather than engaging in general outreach. Focus areas for each quarter of last year included assisted living and nursing facilities, churches, service organizations, public libraries, state agencies, and educational institutions. Bruton shared some of the results from their outreach efforts.

Bruton addressed questions from the Board. We are reaching roughly 8% of eligible Oregonians. Not all eligible Oregonians may want to be readers, however. The number of people becoming eligible for the program is growing every day. Talking Books is working hard to reach libraries and library directors to ensure that they understand the program and how it can benefit their patrons. Public school systems are difficult to reach.

Within correctional institutions, inmates either receive their Talking Books materials through the librarian on staff at the institution or they go directly to the inmate. Institutions such as Hospice can have demo players in order to show potential patrons how easy it is to use. Board members can also assist us with outreach through word of mouth. Establishing volunteers around the state with connections to public libraries would be very beneficial. The Board has asked Bruton to present the Reading in the Dark presentation at one of their meetings.

Katie Anderson, Youth Services Consultant in Library Support and Development Services, gave a presentation on the Ready to Read grant, which may soon be known as Reading For Success. The Ready to Read grant is now one of the Department of Education's Strategic Initiatives for K-3 Alignment. This non-competitive grant has been around for twenty-one years and is the only state funding libraries receive. It may only be used for early literacy activities for children from birth to six years old, and/or summer reading activities for children from birth to 14 years old. There is now a minimum grant of \$1,000 for libraries. In 2013, we began focusing on outcome-based evaluations, which has been a substantial change for library staff around the state. Anderson gave examples of libraries around that state, including Wallowa, Newport, Toledo, Enterprise, Seaside, Wasco County, and Weston.

Libraries are beginning to engage families in the summer reading program, to increase successful outcomes. In addition, increasing numbers of libraries are serving children with special needs. Some have separate programs for these children, while others integrate them into the main programs. Libraries are trying to focus on building the social skills of children to prepare them for kindergarten. If the proposed changes to the grant program pass, libraries can serve children up to the age of 17 for out-of-school programming.

Jey Wann, Oregon Documents Specialist in Government Information and Library Services, gave a presentation on Oregon Documents (OrDocs). Cornelia Marvin, the first State Librarian, worked to ensure that citizens had access to Oregon government information, which is essential in a democracy. State statute empowers the State Library to collect state documents. The statute allows us to have a maximum of ten depository libraries and requires state agencies to give us ten copies of their physical format publications, digital publications, and identify a liaison within each agency. There are currently only eight depository libraries. Western Oregon University had to drop out of the program a few years ago. The State Library maintains two copies, with only one of them circulating. Wann also discussed how people access Oregon Documents, how we help depository libraries, how we find out what has been published, how we archive digital documents, and the issues facing the program.

Chris Adams of Information Technology gave a presentation on the Information Security Business Risk Assessment (ISBRA). Beginning in 2007, the Department of Administrative Services Enterprise Security Office has conducted an annual Information Security Business Risk Assessment with 12 base agencies in order to identify key business and information security risks across the state. By 2013, 28 agencies were participating, including the State Library. A group from the Enterprise Security Office interviews our business manager and information technology staff to assess our progress with the security of our information assets and provide us with recommendations for the upcoming year. The report is separated into three categories: Governance and Compliance, Infrastructure and Environment, and Tactical Security Operations. Adams went through these sections for the Board.

We have recently been asked by the state to monitor our system internally using their enterprise wide tool that allows us to constantly scan our system and develop reports to identify security gaps in our servers and workstations. As a result, we have already made some changes. Our agency is considered to be in good standing with regard to information security. There is no way to completely prevent hackers, but we can be prepared and try to mitigate the risk.

Our circulation records are wiped clean when someone returns an item. We maintain a list of patrons. There was a question about how we develop our donor list in Talking Books. Dahlgreen will find the answer to this question.

OPEN FORUM

Gary Sharp, Director of the North Bend Public Library, appeared before the Board to appeal the denial of their Ready to Read grant request. They submitted their application late due to in part to an illness in the family. Sharp contacted Anderson in Library Support & Development immediately to ask for guidance about the appeal process. Sharp asked the Board to please consider the appeal to allow them to receive their Ready to Read grant funds. The grant for the North Bend Public Library is \$1,230. The Board noted that this was the first time that this has happened for North Bend Public Library.

NEW BUSINESS

Appeal of Staff Decisions on Ready to Read Grant Awards

Hathaway-Marxer made a motion to grant North Bend Public Library an appeal and issue them the grant money. Bell seconded. Motion passed unanimously.

Post-Transaction Review of Agency Head Financial Transactions

Every year, the vice chair of the Board gives a report on the State Librarian's travel expenses that are reviewed every month. Vice Chair Hathaway-Marxer passed around one of Dahlgreen's timesheets for the Board to view. Because the State Librarian is appointed by the Board, they have to approve of her financial transactions. Hathaway-Marxer confirmed that she has reviewed these transactions and sees nothing inappropriate.

Election to Board Advisory Councils

There are three vacancies on the Oregon Talking Book and Braille Library Advisory Council and four vacancies on the Library Services and Technology Act Advisory Council. Nominee statements were included in the Board packet. Ballots were distributed to the Board members. The results are below.

For the Talking Book and Braille Library Advisory Council:

Parent of a Minor User – Patricia Cuno of Dallas

Senior Citizen – Don McCollum of Beaverton

User at Large – Mary Lee Turner of Portland

For the Library Services and Technology Act Advisory Council:

Library User Representative – Melissa Maxwell of Lakeview

Public Library Representative – Dana Campbell of Corvallis

School Library Representative – Jim Tindall of Wasco County

Underserved/Underrepresented Persons Representative – Jonathan Cain of Eugene

Hall made a motion to appoint the new Advisory Council members. Bell seconded. The motion passed unanimously.

Quarterly Board Survey From Governor's Office

The Governor's Office is now requiring quarterly reporting by Boards and Commissions. Bonebrake took the questionnaire, and reviewed it with the other members. The Board has some very significant achievements to start off the next year.

The questions included major accomplishments for the quarter relating to meetings, attendance, board members, anticipated vacancies, training needs for educational development, board or board staff, management concerns or questions, accomplishments relating to the executive

director, budget, personnel, public relations, operational concerns, accomplishments relating to legislation, legislative concepts, issues with licensees, and policy concerns.

Board members made suggestions about rewording the answers, ensuring parallel structure, and making clarifications.

Hall made a motion to approve this document that the Chair is intending to submit. Hathaway-Marxer seconded and applauded the care and consideration with which it was developed. Motion passed unanimously.

Kendall Clawson, policy advisor to the Governor, is working to raise the level of outreach and engagement of boards across the state. These quarterly reports will be useful in helping them determine how to improve and assist the state boards.

CONTINUING BUSINESS

Answerland Transition to OSL

Rachael Short, current administrator of Answerland, and Cindy Gibbon, Access and Information Services Director, were in attendance from Multnomah County Library. Gibbon has worked with Answerland sporadically for the last ten years. Short is working on the short-term project of transitioning Answerland to the Oregon State Library.

Multnomah County Library has been responsible for the operations of the Answerland service, serving as the fiscal agent for the last eleven years. This past year, they agreed to handle the responsibility for one more year. After June 30, 2015, they will no longer be the fiscal agent for Answerland.

Dahlgreen is proposing that we move responsibility for Answerland to the State Library, effective July 1, 2015. Every other of our statewide programs is managed here. Dahlgreen has created a big-picture timeline including information about budget and staffing. We need to have a new chat service for the software platform. We are anticipating that it will cost us about \$100,000 less than it did at the Multnomah County Library, for a variety of reasons. We will need to take Answerland back to the basics and build the service from there. We are still planning to use the volunteers from libraries around the state.

We are estimating one FTE with benefits for this program. Answerland currently has two staff members. We would not be able to do the level of outreach or training that has been done in the past, but we can build it up over time. We are exploring several options for staffing. We intend to continue to use LSTA funds for this program. Multnomah County Library staff will be reassigned, so no one will be losing a position in this transition.

Before July 1st, we need to make time for training, procurement, and contract negotiations. Darci Hanning of the Oregon State Library, Short, and a few other members of the advisory committee have begun to work on the RFP for the hosted chat service. We are hoping to reassign current staff, but limited duration positions are also an option. The funding is included in the LSTA budget approved by the Board.

In March, the LSTA Advisory Council and the Board of Trustees will look at the recommendations for the new software platform. In April, we will focus on contract negotiations.

May and June will consist of staff training. Starting June 1st, State Library staff will begin staffing the program. By July 1st, the transition will be complete.

Dahlgreen asked the Board for permission to move responsibility of the Answerland virtual reference service from Multnomah County Library to the State Library. Bell made a motion to approve this proposal. Hathaway-Marxer seconded. The motion passed unanimously.

Hall clarified that this will not change the amounts of LSTA funds allocated, but just where the money is going. He expressed an interest in convincing the state to allocate funds for this service instead of using federal support. Hall wants to look at the link between Libraries of Oregon and Answerland.

Bonebrake thanked Multnomah County Library for providing this service.

Gibbon said that having Answerland at the State Library strengthens it as an organization. Gibbon acknowledged Rachael Short for her willingness to work on this limited duration assignment and help us transition this service. She also recognized Emily Papagni who has served for many years as the Answerland support librarian and raised the level of service that is provided through her training.

Dahlgreen stated that the stewardship from the Multnomah County Library has been incredible.

PLANS FOR 2015 MEETINGS

The next Board meeting will be a special meeting to review the progress on the Operational Plan. It will be facilitated by Holly Valkama of Coraggio Group and will be held at the State Library in Salem.

Proposed schedule for 2015 Board meetings:

February 6th, 9 am – State Library in Salem (Special meeting)

March 20th, 9 am – Salem Public Library in Salem

April 15th, time TBD – Eugene due to the OLA Conference

June 19th, 9 am – Beaverton City Library or one of its branches

August 21st, 9 am – Deschutes Public Library or East Bend Library in Bend

October 16th, 9 am – Portland Community College, SE Campus in Portland

December 10th and 11th, 9 am – State Library in Salem

The meeting adjourned at 1:53 p.m.

ACTION ITEMS

- Board packets will be sent out to Board members a full two weeks before the meeting
- Rondema will check Robert's Rules of Order about whether meeting minutes need to be strictly chronological or if events can be grouped by subject.

- Dahlgreen will find out how our Talking Books donor list is created.
- The Board will discuss Libraries of Oregon at the February meeting.