

Oregon State Library
BOARD OF TRUSTEES MEETING
October 16, 2015
Oregon State Library, Salem

Board members present: Aletha Bonebrake, Sam Hall, Ann Malkin, Jennie Tucker. Absent: Ebonee Bell, Leslie Hicks (both gave advanced notice of absences).

Guests present: None.

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

Recorder: Jessica Rondema.

Chair Aletha Bonebrake called the meeting to order at 9:03 am.

APPROVAL OF MINUTES

Bonebrake explained that she did not email the updated timeline for board engagement, and apologized to the board.

Tucker moved to approve the minutes from the August 21, 2015, board meeting. Malkin seconded. The motion passed unanimously.

REPORTS OF BOARD CHAIR AND TRUSTEES

Executive Committee Report

The Executive Committee met on September 28, 2015. They heard the State Librarian's update and developed the agenda for today's meeting.

Other Board Reports

Bonebrake reported that Libraries of Eastern Oregon (LEO) has put together a team to work on the Art Place America project and has hired contractors in each community. Tucker expressed interest in being involved in this project. Bonebrake also discussed the art displays at the Josephy Library. Rich Wandschneider is the director.

Tucker reported that the Oregon Council for Humanities will be having their event entitled Talking about Dying. She also reported that she hopes to improve her relationship and increase her involvement with the La Grande Library.

Hall reported that the Salem Public Library has a new library administrator, Julie Sowles, who had been interim library administrator since July. She gave a strong presentation as part of the interview process. The library is on track with a donor for the reading room.

Malkin reported that the Deschutes Public Library hosted Timothy Egan as part of an arts partnership celebrating Edward Curtis. There are multiple partners in this project and two months worth of exhibits and programs. It was a very successful event with over 800 participants. Deschutes Public Library (DPL) also just mounted a large marketing campaign with the goal of reaching those who do not currently use the library. Their slogan is "Know more." Promotional

materials include tray liners for McDonalds, coasters, coffee sleeves, and growler refill tags in local businesses. They used a talented in-house graphic artist who has won national awards for her materials. DPL is also giving away iPads as well as offering a three month trial period for a digital library card for digital assets. These temporary cards can then be converted into permanent cards. DPL will be tracking responses to measure the impact of this marketing campaign. The DPL board raised the priority of marketing.

REPORTS OF THE STATE LIBRARIAN

Activities Since the Last Meeting

Legislative days occurred in September. Dahlgreen met with a number of legislators from the Joint Ways and Means Committee and the General Government Subcommittee including Senator Richard Devlin, Representative Peter Buckley, Representative Greg Smith, and Representative Nancy Nathanson. Dahlgreen provided them with a timeline and deliverables document that they had requested during session earlier this year. This document outlines our four strategic imperatives as well as HB 3523 and includes the related initiatives, deliverables, and completion dates.

Dahlgreen wanted to highlight the fact that the genealogy collection has been reviewed and dispersed to the Salem Public Library. We have also vacated Tier 5, and plan to use the rent savings to purchase electronic resources. Both of these initiatives relate to our Focus on the Customer strategic imperative.

Our new Answerland Librarian, Tamara Ottum, began on Tuesday. She came to us most recently from Spokane Community College. Kelly Most served as the interim Answerland Librarian for three months, holding the program together during the summer.

The updated board memberships will be in place by 2016, in accordance with HB 3523.

Related to our Enhance Partnerships strategic imperative, we are working with other organizations to establish administrative rules about subscription purchasing and certifying agency libraries.

As of yesterday, we have a signed contract with the Coraggio Group of Portland to conduct a brand audit for both the strategic imperatives of Build Awareness of the State Library and Focus on the Customer. Jessica Rondema will serve as the contract administrator, with assistance from Shawn Range. We anticipate having the data from this project by April 2016.

Administrative rules cannot be passed by the current State Library Board of Trustees, and must instead be passed by the State Library Board after January 2016. We are therefore creating temporary rules, giving us six months to pass the permanent rules. This will allow us to talk with agencies about the logistics of implementing these rules. Harrison is writing the temporary rules which will be submitted to the Secretary of State's office.

The new board will need to elect a chair. New board members include Deputy Superintendent of Public Instruction Salam Noor and Executive Director of the Commission for the Blind Dacia Johnson. The third position needs to be a state agency staff member, to fill the position that Susan Hathaway-Marxer vacated.

The state agency board member will need to be confirmed by the Senate during the December Legislative Days. The two statutory appointments do not need to be confirmed. We should have nine board members for the January meeting.

Dahlgreen shared the results of the Talking Book and Braille summer reading program. Erich Pepler spearheaded this project, and ended up having 32 students register for the program and 14 completed the program. The grand prize winner received an iPad mini. There were also gifts for reaching certain benchmarks including a lanyard, a water bottle, and a drawstring backpack. The Blind and Visually-Impaired Student Fund sponsored the program and donated \$500. In addition, the Oregon Zoo donated admission tickets to everyone who signed up for the program. Pepler sent out surveys to the parents of participants and received some very positive feedback. We advertised the program through teacher and student newsletters, educational service districts, mailings, and emails.

We have a new employee beginning on October 28th. Rachel Kenny is our new Digitization Specialist, working in the Technical Services area of Government Information and Library Services. This was a vacant assistant cataloging position that was reconfigured to fit this need.

Kate Anderson, who was previously our student worker in Government Services, was hired as the State Library Specialist 1 in the Talking Book and Braille Library.

Robin Speer, our volunteer and fund development coordinator, retired on September 30th. We had a very nice retirement celebration for her. With each agency vacancy, we are evaluating the position descriptions to see how this position can best fit our needs, while making sure it fits in with the HR classification of the position. This position is a Program Analyst 1. We are looking to make it a communications position in addition to providing assistance to the State Librarian and the board (with higher level tasks such as orientation and meeting minutes) and handling planned giving. We would also make changes to the Administrative Specialist 2 position in Operations, which would essentially become the volunteer coordinator, in addition to handling conference room reservations and coordinating the board meetings. The day-to-day fund development tasks have already shifted to the Administrative Services Coordinator in Talking Books. We think this will give us the capacity to accomplish our strategic goal of building awareness. This staff person would be able to focus on moving forward without having too many additional duties. Dahlgreen is getting very positive feedback from staff about having someone in a communications role.

Dahlgreen is also considering eventually having a volunteer greeter at the front desk, providing a face for visitors without taking any duties from staff. We are also looking at changes to how we use the reference room.

One of our IT positions has been vacant for almost two years. Range looked at our needs, spoke with other IT departments, and talked to Enterprise Human Resources Division. He and the managers determined that we need a desktop support person (Information Services Specialist 3) with a focus on customer service. This position has recently closed and we have many qualified applicants.

Harrison has been scheduling meetings with Dahlgreen and the workgroup coordinators within Government Services. Dahlgreen praised them on their ability to think creatively, move forward, and do amazing work. We have new people bringing new ideas. The division is also looking for new technology solutions in order to better meet our needs. In addition, they are serving as embedded librarians assigned to specific agencies to address their needs.

Bonebrake commented on how things have changed dramatically during the past three years. She sees our transformation as an incredibly organic process, with our attitude and energy transformed as well. Bonebrake thanked Dahlgreen for her leadership.

Dahlgreen recently met with the State Archivist and the State of Oregon Law Librarian regarding the Reference Coordinating Council which was included in HB 3523. The group is coming to an understanding about how to work with agency employees who have requested legal databases and public records databases.

As an agency, we have been focusing on our core values: open to opportunity, excellent customer service, strong community, professionalism, and personal leadership. Professionalism was our most recent core value of the quarter. The Government Services Division participated in an activity about professionalism and what it means to them. They generated words that convey professionalism. Two of our staff members, Sarah Cunningham and Heather Pitts, developed a zine from the words. The next core value of the quarter will be excellent customer service. We have developed updated Customer Service Standards. Arlene Weible and Katie Anderson have put together a discussion guide for the staff addressing email, phones and voicemail, and calendars and meetings. Six staff members have been identified to lead discussions groups.

STAFF REPORTS

Claire Bolyard, Heather Pitts, and Jey Wann of Government Information and Library Services gave a presentation on digital collections at the Oregon State Library.

Shawn Range and Jessica Rondema of Operations presented information about the contract we just signed with the Coraggio Group for a brand audit relating to two of our strategic imperatives: Build Awareness of the State Library and Focus on the Customer.

Darci Hanning of Library Support and Development gave a presentation about the Edge initiative, which helps libraries evaluate and continually improve their public technology services.

Crystal Grimes of the Talking Book and Braille Library presented information about our participation in the National Book Festival in Washington, D.C.

OPEN FORUM

The open forum began at 11:30 am. Sherri Cameron of the Oakridge Public Library was on the phone to appeal the decision not to award a Ready to Read grant because their application had not been received by the deadline. Cameron explained that she mailed the application five days before the deadline, but it never arrived in Salem. Oakridge is a very small rural community with a minimal budget, so the Ready to Read grant is very important. They do not have a full-time librarian, as Cameron's title is Volunteer Coordinator and she works ten hours per week. She is hoping the board will reconsider.

Dahlgreen commented that Oakridge Public Library has previously turned their application on time. Their application was subsequently submitted and was included in the board agenda packet.

NEW BUSINESS

Recommendations of the LSTA Advisory Council

Max Macias, chair of the Library Services and Technology Act (LSTA) Advisory Council, reported that the council approved the changes in the bylaws in accordance with HB 3523. Macias also gave an update on the LSTA budget, phasing out Plinkit, and the Edge Initiative. The council is also starting its one step grant process, viewing grants online early in the year and deciding in spring which grants to recommend to the board. The council also was able to meet and review the final activity reports, which allows more time for reflection and the development of best practices. Finally, the LSTA Council has elected Serenity Ibsen as the new chair and Blake Galbreath as vice chair.

Dahlgreen thanked Macias for serving as LSTA Advisory Council chair, stating that he has been an incredible asset to the council. She wanted to publicly thank him for his work and for challenging us.

Macias addressed the board regarding his desire to see more of a focus on diversity and inclusion in staffing, collections, and the services that libraries offer to patrons. He would like the board to think about ways to increase access and services for everyone in the state.

Westin explained that this was the first time the council was able to review the final reports. Highlights and trends will be synthesized and provided to the board at the next meeting.

Guidelines for the one-step LSTA grant process will be going out in early January. Library Support and the LSTA Advisory Council will offer assistance on draft proposals during March, allowing us to provide feedback to grantees.

One of the main changes to the guidelines is the Digital Collection Project Proposal Requirements, which was developed from the report that Danielle Plumer created about Oregon's digital collections as well as the subsequent task force. It includes certain requirements and best practices for digitization.

Tucker moved to accept the recommendation of the LSTA Advisory Council to approve the General Information and Grant Application Guidelines for Federal Fiscal Year 2016. Malkin seconded. The motion passed unanimously.

Recommendations of the Talking Book and Braille Advisory Council

The recommendation to transfer 70% of the endowment fund to an intermediate fund went to the Talking Book and Braille Advisory Council. The recommendation included an annual review of the fund and the decision to not touch the monies for three years. The amount is approximately 1.3 million dollars. The State Librarian concurs with this recommendation.

Malkin moved to approve the recommendations of the Talking Books Advisory Council to transfer 70% of the total endowment to the Oregon Intermediate Term Pool and to leave the

monies intact for a minimum of three years, with an annual review of the fund. Tucker seconded. The motion passed unanimously.

Talking Book and Braille Endowment

In August, a task force met to discuss the future of the Talking Book and Braille Endowment Fund and to develop next steps. The Talking Book and Braille endowment policy was accepted in 1997. It dictates what is accepted in the endowment fund (for example, bequests and honorariums). The task force will meet again to discuss the policy, sending a recommendation to the Talking Books Advisory Council and then to the board. We asked for guidance from the Assistant Attorney General about whether or not we can spend the principal. According to the way she reads the law, only the interest can be spent, not the principal. The board can determine what goes into this fund versus the expendable fund. The board gave their blessing for the task force to move forward.

Hall commented that the board should be careful about what goes into the fund, if we cannot take anything out.

Dahlgreen will send the Assistant Attorney General's letter of advice to the board.

2015-2016 Ready to Read Grant Appeal

Hall moved to approve Oakridge Public Library's appeal regarding not being on the list of proposed Ready to Read grants. Tucker seconded. The motion passed unanimously.

BOARD ENGAGEMENT ACTIVITY

Dahlgreen asked the board a series of 14 questions about the State Library. The board requested clarification on the question regarding recording mileage and whether it has to include the actual odometer reading. Rondema will find the answer.

CONTINUING BUSINESS

HB 3523 Progress Report

This board needs to decide when in January to have the next meeting in order to start working with the new board as soon as possible. The administrative rules from HB 3523 need to be approved by new State Library Board rather than the current State Library Board of Trustees. The Assistant Attorney General gave us the option to either quickly pass permanent rules in January or pass temporary rules instead, giving us six months to hold hearings and gather feedback before passing the permanent rules.

Dahlgreen and Bonebrake recommend not having a December board meeting this year, meeting in early January instead. At that meeting, the new board can discuss the meeting schedule for the rest of the year.

The board discussed the terms of the members and the rotation that is included in HB 3523. Three board members will be leaving by June 30, 2016. Two more members will leave by 2017, and two more by 2018. Bell's first term ends in June 2016. Hathaway-Marxer has already left the board, leaving a vacancy. Bonebrake's term ends in June 2018. Hall's term ends in June 2016.

There was a question, however, about whether he can continue on the new board, because the two-term limit may not apply when moving from an old board to a new board. Hicks' and Tucker's terms will end in June 2018. Malkin's term ends June 2017, as she was completing the end of Miao's term.

In June of 2016, one new member will represent a state agency and the other will represent an academic library. In 2018, a public library representative will join in addition to a public person representing Eastern Oregon.

The complete makeup of the new, nine-member board will be as follows: two designated people (one from the Commission for the Blind and one from the Department of Education), two state agency members, one academic library person, two public library people (one representing public libraries in the east and the other in west), and two members of the public (one representing Eastern Oregon and the other Western Oregon). The comment was made that the public representation on the board appears to be phasing out.

PLANS FOR THE NEXT MEETING

The next board meeting will be held during the first week of January.

The meeting adjourned at 2:00 p.m.

ACTION ITEMS

- Dahlgreen will send the Assistant Attorney General's letter of advice about the endowment fund to the board.
- Rondema will seek clarification on the quiz question regarding recording mileage.