

NETWORK ADVISORY COUNCIL (NAC)
Tuesday, August 14, 2018
Montana Wild

ATTENDEES:

Council Members: Chair Tracy Cook, Cody Allen, Colet Bartow, Connie Behe, Pamela Benjamin, Barry Brown, Dana Carmichael, Eva English (online), Elizabeth Jonkel, Sarah McClain, Susie McIntyre (online), Stacey Moore, Bruce Newell, Doralyn Rossman, Jodi Smiley, Laura Wight, Sonja Woods

MSL Staff: Amelea Kim, Cara Orban, Jo Flick (online), Pam Henley (online), Suzanne Reymer, Jennie Stapp

Guests: Dennis Nagle, IMLS

Chair Cook called the meeting to order at 9:30am.

APPROVAL OF THE MINUTES:

No changes to the minutes. A motion was made by Member Jonkel and seconded by Member Behe to approve the May 8, 2018 minutes, and the motion passed.

STATE LIBRARIAN'S UPDATE:

State Librarian, Jennie Stapp, discussed how the State Library has used and applied Lorcan Dempsey's work with libraries. There are three pieces: Infrastructure, Innovation, and Engagement. The State Library works hard to provide solid infrastructure that is scalable. It works closely with libraries on innovation and does what it can to free libraries up to engage with their community members.

Stapp also reported on the public awareness campaign from Banik Communications. She described the logo and tagline that were favored. She also mentioned that Banik will be producing a toolkit for libraries to use prior to the legislative session, and that Banik is looking for photo/video ideas of library champions.

Stapp reported on the progress of the non-profit for libraries. Library Strategies was the company chosen to help the State Library create a non-profit that would support and benefit information services in Montana. Stapp said that a steering committee has met to review name options and to identify a potential board for the non-profit.

Stapp's final item was about the upcoming legislative session. There are no new proposals going to the legislature. This is per guidance from the Governor's Office. State Aid Per Capita for public libraries is scheduled to be funded starting in July 2019 unless the legislature makes changes to the law. The State Library and the Montana Library Association are watching the issue. The State Library lost 10 positions in the budget cuts. Stapp reported on how those positions will appear to the legislature and stated that we hope to make a case for retaining those positions.

LSTA 18 ALLOCATION OF FUNDS:

Chair Cook explained that there is unallocated LSTA 18 funds. She stated that she wanted the Network Advisory Council to think about the best ways to use that funding to help libraries and the people they serve. We have more funds, because of usage of unspent LSTA 17 funds. We have ongoing funding that could be used for new projects. Cook stated that the three proposals presented to the NAC were only a portion of the unallocated funds.

FUNDING FOR HARWOOD INSTITUTE:

Chair Cook asked NAC members for approval to spend up to \$9,000 to bring the Harwood Institute to the 2019 Montana Library Association Conference. The Harwood Institute would be the keynote presenter and would lead a pre-conference as well as a round table. Member Jonkel, representing the Montana Library Association, explained why she thought this was important.

Members discussed the issue and came up with the following success statements for this project: Libraries who attend the pre-conference act on the information and create a program/service using what they learned; Librarians who attend the pre-conference become change agents; Librarians work with local community partners to identify objectives that are of interest to all parties; Librarians, trustees, and community partners work together to help their community thrive; Trustees attend the event; and at the state level, libraries connect with other state partners (such as MACO or League of Cities and Towns) to help our respective communities.

Member Woods moved to fund up to \$9,000 to pay to bring the Harwood Institute to the 2019 Montana Library Association conference. Member Benjamin seconded. The motion passed with Member Carmichael abstaining.

FUNDING FOR READY 2 READ RENDEZVOUS:

Chair Cook asked the NAC for up to \$10,000 to pay for a Ready 2 Read Rendezvous to be hosted before September 30, 2019. MSL Staff member, Amelea Kim, reported that multiple libraries have requested another Ready2Read Rendezvous. She has been working with Cindy Christin from the Bozeman Public Library to plan another rendezvous, but they do not have firm plans yet.

NAC members had suggestions for timing and strongly encouraged Kim to work with and invite potential community partners who had similar objectives for early literacy/early learning, and the well-being of children. Members also discussed how many librarians end up being accidental children's librarians. They asked if Kim could consider creating a primer or providing some type of assistance to those librarians.

Member Bartow moved to fund up to \$10,000 for a Ready2Read Rendezvous to be held in 2019. Member Smiley seconded, and the motion passed.

FUNDING FOR MONTANA LIBRARY 2 GO COMMUNITY ANALYSIS:

Chair Cook asked the NAC to approve up to \$14,000 to hire an independent evaluator to gather feedback about Montana Library 2 Go. Member McIntyre, representing the Montana Library 2 Go Executive Committee, mentioned that the committee has struggled with meeting demand and finding a sustainable model for Montana Library 2 Go. The committee believes that a community analysis study

will help them with a new Request for Proposal and designing a more sustainable model for the program.

NAC members expressed concerns about the cost of the study. Cook explained that we would need to go through a bidding process, so the final cost might be lower. NAC members asked if this information could be found elsewhere. After discussing the issue, NAC members requested that Cook work with the Montana Library 2 Go Executive Committee to form a proposal that would give members information about balancing print and digital costs; would give us data about user expectations; would reach out to non-users as well as dissatisfied users; and would include a market analysis of digital collections. NAC members were also interested in having enough information to know what to do if you can never compete due to demands upon the system.

Member Newell motioned to approve using up to \$14,000 for the Montana Library 2 Go project analysis. Member Bartow seconded, and the motion passed.

DIRECTOR'S INSTITUTE/LEADERSHIP INSTITUTE DISCUSSION:

Chair Cook mentioned that there have been many requests to host a Director's Institute. It was a way for directors to connect with each other, build relationships and trust, and find mentors for challenging situations. She asked the Network Advisory Council for feedback on the Leadership and Director's Institute.

Members stated that both events provide networking opportunities. The Leadership Institute is helpful for emerging leaders and isn't as relevant when you have been a leader for a while. The Director's Institute is a great opportunity for all directors no matter where they are in their careers. NAC members liked the fact that the leadership institute was open to everyone, and that it made it clear what the difference was between leadership and management. The leadership institute helps staff recognize that they can be a leader at any level.

Members asked about working with the Montana Library Association to collaborate on the Leadership Institute. They asked what support there was for new directors. Cook responded that new directors can connect with each other through their federation as well as through Montana State Library staff. They discussed information opportunities versus building relationships.

Cook asked members for feedback on offering a Leadership vs. Directors Institute in 2019. The consensus was to offer another Summer Library Leadership Institute in 2019 and offer a Director's Institute in 2020.

LIBRARY FUTURES AND GOAL 2:

Suzanne Reymer led NAC members through a facilitated exercise to discuss how current societal trends may change library services. Members reported back on ways they think libraries can adapt. Reymer stated that she will share the notes with observations about how certain ideas might intersect with goal 2 of the LSTA 5-Year Plan.

DEFINING SUCCESS FOR GOAL 2:

Chair Cook asked for guidance from the members on goal 2. She asked about target audiences. Members mentioned seniors, teens, and working adults. Kim stated that she has approached her work from a topical perspective. She shared how she has taken health literacy and looked for ways to design programming and information for certain audiences. NAC members expressed support for that methodology.

Cook asked NAC members to better define “Montana Library Identity” in goal 2. Members discussed whether or not there was such a thing and why they added it. Members stated that we wanted to give ourselves a brand and make sure that we educate our funders and policy makers about the services that libraries offer. Members asked if it was meant to represent things like a connection with local, Montana history or nature. Other members asked if we were meant to identify what you should be able to find in every Montana library. After discussing the issue, members came to the decision to remove that phrase from goal 2. Members also wanted the goal to be more action oriented, so they recommended changing it to “The Montana library community reveals an interconnectedness that helps community members understand that libraries are for their lives right now as well as for their lifetimes.”

Members also stated that they still wanted to do what they could to help educate the public and funders about all of the services offered by the State Library and libraries in general.

NEXT YEAR’S WORK PLAN FOR LDD:

The NAC members agreed with continuing with the outcomes chosen last year. They asked to add the early learning/early literacy outcomes from the LSTA 5-Year Plan and the Library Development Study Task Force Recommendations as well as the library community designs services that follow a person throughout his/her lifespan for the Lifelong Learning goal. Cook stated that she will add those to the work plan.

NAC WORK PLAN:

The NAC will discuss their work plan at the November meeting.

BETTER DEFINITION OF BALANCING TRADITIONAL VS. DIGITAL:

The NAC will discuss this item at their November meeting.

OTHER BUSINESS & ANNOUNCEMENTS:

There was none made.

PUBLIC COMMENTS:

There was none made.

ADJOURNMENT:

The meeting adjourned at 4:30pm.