LIBRARY BOARD MINUTES

May 13, 2015

BOARD PRESENT: Amir, Brooks, Christman, Core, Lewis, Persaud, Ram, Rao, Reedy, Sabnis, Watts

STAFF PRESENT: B. Parker Hamilton, Director; Regina Holyfield, Recording Secretary

GUESTS: Tanner Wray, Director of College Libraries and Information Services, Montgomery College Libraries

The Library Board meeting was convened by Immediate Past Chair Jill Lewis at 7:00 p.m.

INTRODUCTIONS:

Board Members, staff and guest were introduced.

APPROVAL OF BOARD MINUTES:

The minutes from the April 8, 2015 Board meeting were approved.

APPROVAL OF LAC APPLICATIONS:

The LAC application was approved.

DIRECTOR'S REPORT:

- **Twinbrook and Kensington Park Refresh Projects:**
    - Construction documents plus several addendums submitted to three general contractors who have been vetted for small construction project work by DGS – bids due 5/15.
    - Both branches will have select furniture replaced; architect has proposed furniture and provided specifications to DGS. Once funding totals are known, DGS will obtain quotes and determine how much can be ordered.
    - Kensington Park elevator specification requires an elevator cab that can only be supplied by one vendor in the U.S. who does not do installations; bids will

provide an allowance for the work. Elevator specifications written so changes to roof structure are not required.
- o 26 week lead time for elevator at Kensington Park will delay start of project – probably will not close until July or August 2015 and reopen in November 2015.
- Moving Services has visited Twinbrook to see the shelving moves that will be required and will be providing a cost estimate for the work. Estimate is that once the shelves are emptied onto carts, it will take them a week to complete the moves.
- o Current plan is to complete shelving moves, then do asbestos abatement, then turn building over to contractor.
- o Twinbrook construction start now anticipated in June 2015.

Silver Spring
- Packing and moving of current collection initially delayed two days due to elevator not passing inspection.
- Collection from current building will be completely moved by May 15.
- Staff completed RFID inventory of collection in current building on April 17.
- New materials ordered for the library arrived on April 23 and have been placed at shelving on each floor.
- Shelving installed April 13-22.
- Third floor workroom furniture installed April 15-16; workroom furniture for fourth and fifth floors to be delivered and installed starting May 13.
- RFID installation – conveyor belt at first and third floors and security gates at third floor Wayne and Fenton library entrances installed May 4-14; training on May 14.
- Network installation starts May 11.
- Voice Over IP phones – first six installed May 13.
- Only one elevator working (has passed inspection) – loading dock.
- Conveyor belt installation on third floor delayed due to break in third floor workroom heated floor line resulting from Tech Logic's drilling in floor to anchor equipment – estimate work will not be done until May 13 or 14
- Shipment of 13 All in One PCs to be delivered on May 19.

Gaithersburg Elementary School's Library Card Campaign with MCPL
MCPL has been trying for a few years to work with the schools to ensure that all students have a library card. After reaching out to Superintendent Starr with no results, I then reached out to Tim Warner, again with no results. When Traci Anderson, a good friend, began working for Tim Warner, I was successful in calling a meeting to explore how we could best make this happen. We met several months ago, and the recommendation was to partner with one elementary school to pilot this program, and then build on that success.

Gaithersburg Elementary was selected. This is a school with a high FARM (Free and Reduced-price Meals) rate and many new American families. It is also close to Gaithersburg Library, and the school had already established a relationship with the library that included the ESOL teacher bringing students for tours and the principal bringing groups of parents to the library during the summer for tours.

Carol Legarreta worked with the principal, Stephanie Brant, and the library manager, Kay Bowman, on how to plan for placing a library card in the hands of each student, including Head Start and Pre-K through 5th grade. We developed a process that ensures that all students will

receive a library card. Those with library cards already will be issued new cards, and those without will also receive library cards. This will be 800+ students each with their own library card.

The first step is for the principal and me to send out a letter (in English on one side and Spanish on the other) to all families letting them know about this program. Our Gaithersburg Library Outreach staff member will be present at the Kindergarten Orientation events in late May to demonstrate all of the programs, services and materials their children will be able to access. Then, staff will deliver all of the library cards on June 4 during a summer reading visit, along with a welcome letter in English and Spanish that will accompany the library cards. Since the school has already verified the correct contact information for these students, no further proof of address or residency is necessary to activate these cards.

I recognize that overdue fines can be a barrier to this initiative's success, so I have directed the staff to waive overdue fines for the first year. Gaithersburg Library circulation staff has been working for 3 weeks on using a library card profile that will not generate overdue fines, and are close to completing all of these library cards.

We are taking a strategic approach with this partnership in order to plan for future growth. We will use our Outreach team to meet with the school clusters this summer, as well as address the media specialists' annual meeting. We hope to link each school to our website (our website is already linked to MCPS) since we want parents to know that our materials complement the curriculums of MCPS.

We are excited about this because the potential for impact in these communities is huge, and it is critical that all families are aware of the benefits a library card brings to a child.

Computers in Libraries Conference
Mary Ellen Icaza, Susan Moritz, Lennea Bower, Tamar Sarnoff and Mark Simon attended the 30th Annual Computers in Libraries Conference held in Washington D.C. Included in their feedback was:
- Sessions were a great length to get a feel for topics.
- Participated via Twitter – connected with a lot of people and made good contacts.
- Lennea Bower did a presentation about social media plans, what to tweet and post to Facebook.
- David Lee King, Digital Services Director at Topeka and Shawnee County Public Library, was a presenter. His key points:
  - You only have 8 seconds to grab the attention of someone visiting your website.
  - It is important to develop content for mobile sites.
  - A website is a place to provide a service.
  - He also talked about personas which MCPL will be using when developing the new Intranet.
- Partnerships – unique ways libraries are partnering with communities – Meals on Wheels, senior centers, parades, etc.
- Keynote session on Monday was on the Creative Economy. The speaker was Steve Denning, writer for *Forbes* magazine, who wrote an article following the conference entitled, "Do We Need Libraries?"
  - The Creative Economy inspires creative and iterative thinking.
  - There is a shift from the company to the buyer.
  - Our job is to delight the customer in order to bring value to what we do.

- The session on methods for statistics gathering offered no practical advice beyond what we are already doing.
- Session on Return on Investment (ROI)
  - Toronto took a year to build their ROI.
    - Included two interesting elements: money spent by the library invested in the community and the ripple effect of that money going into that community.
  - Value to checking out library material and using services.
  - Based on the ROI data, Toronto received a budget increase for the first time in four years.
  - ROI visual was very eye-catching. Not just a straight graph.
- Great information on:
  - An extension for Excel to create maps and overlaying data.
  - Tableau software (mostly for corporate use) a data visualization tool.
  - Role of data analyst – data + storytelling = value.
- Responsiveness and quick analysis was stressed.
- No great ILSs on the horizon.
- Learning from IT mistakes – taking on too large projects – not breaking into smaller ones.
- Most libraries are either too confident or not confident enough.

Maryland Library Association Conference
MCPL staff delivered a joint presentation with University of Maryland library staff at the Maryland Library Association Conference in Ocean City, Maryland. The presentation focused on what forms of social media they have chosen to invest in, successful programs run via social media, as well as how they have increased user engagement through various social media channels.

Seniors Today
On April 22, I, along with Mary Ellen Icaza (Manager, Virtual Services Branch), appeared on Seniors Today hosted by Austin Heyman. The link to the edition is below. Our segment begins at minute 9:55.
http://montgomerycountymd.granicus.com/MediaPlayer.php?view_id=10&clip_id=9416

**Marketing Campaign for May**
Did you know...

... that MCPL can help you prepare for tests, advance your career, and increase your knowledge? The Testing and Education Reference Center provides practice tests and study materials for over 300 tests and courses including the GED, SAT, ACT, AP, CLEP, TOEFL, GRE, LSAT, GMAT, MCAT, SSAT, NCLEX, civil service, nursing, military exams, the citizenship examination, and others. All of these resources you can access with a library card from inside our branches or wherever else you study best. We're committed to your life-long learning at MCPL!

Meeting with Customer Regarding Friends of the Library and Library Book Disposal
A meeting has been scheduled for May 21 at 1:30 PM with the individual who has concerns regarding discarded library materials and public materials donations. The individual was asked to submit questions and concerns prior to the meeting. We received a list of 44 questions/concerns regarding the collection budget; supporting the prison system; the process for

discarding books and how it relates to the FOL; summer reading program; Better World Books; FOL office location; FOL audit; collaboration with schools; MCPL's Outreach efforts, etc.

Library of the Future Summit (handouts)
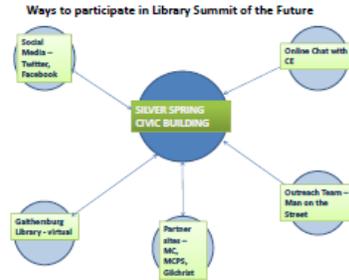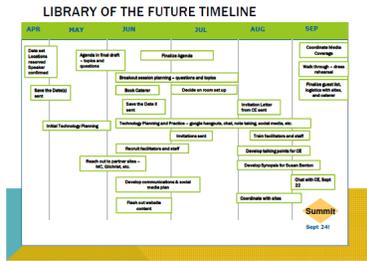
Integrated Library System
The County and SirsiDynix have concluded negotiations on the $2 million, seven-year contract amendment that will provide the County with a hosted solution for our Integrated Library System (ILS). Final approval of the contract document is expected imminently from the Office of Procurement, and work will begin immediately upon signature of the amendment on an expedited implementation. MCPL will announce a projected schedule as soon as the technical staff from SirsiDynix and MCPL are able to consult after the amendment is officially approved.

When the project is complete, MCPL's ILS will be running on new server hardware in a continuously staffed national data center. The contract calls for 99.9% monthly system operation, excepting planned maintenance and upgrade activities, which are generally conducted when the library system is closed. This change will resolve the issues MCPL has been having with the current aging, County-owned server hardware. The project also includes some substantial upgrades to MCPL's online catalog that will improve how e-books and other e-resources are presented when customers search for items, as well as improvements to MCPL's capacity to provide services in the field and to our analysis reporting capabilities.

Network Infrastructure
The County Department of Technology Services and MCPL have completed two out of three phases of a complete network redesign. We have begun to see improvements in network performance throughout the system as a result of the work completed to-date. Equipment is starting to come in for the final phase of the project, which involves replacement of branch networking equipment, replacement of five branch telephone systems, and upgrade of MCPL's Wi-Fi network at all branches. We are anticipating completion of the final phase of the project over this summer.

e-Rate Federal Grant Program
MCPL applied for 2015 funds (funding begins July 1, 2015) for voice cell phone service only, which is the only category of funding that MCPL believes is appropriate given the e-Rate program's Children's Internet Protection Act filtering requirements and the program's procurement requirements. MCPL has joined a multi-system work group formed by the Urban Libraries Council to work with the Federal Communications Commission to improve the situation in 2016 with respect to internet filtering and procurement requirements, so that more systems can apply for larger amounts of e-Rate funding in 2016.

Budget
We expect to hear tomorrow morning from the County Council on which, if any, of the additions to the County Executive's FY16 Recommended Operating Budget the County Council is able to

fund (those are described in the memo sent to the Board in early May). The Council has signaled its intent to approve all Mr. Leggett's increases to library funding included in his FY16 Recommended Budget, except for customer parking at Silver Spring Library ($233,000). Council members are considering additions to fund more library materials, more library hours, more library staffing, and increases to "Deep Cleaning and Deferred Maintenance" for libraries in the Department of General Services' budget.

The Council's reconciliation list is online.

Question: What is happening with funding for customer parking at Silver Spring Library?
Answer: The County Executive recommended funding in his FY16 budget to pay for two hours of free parking for customers at the new Silver Spring Library. The members of the Council's Health and Human Services Committee voted 3-0 to not accept the Executive's recommendation.

The Board will ask if consideration was given to seniors and those who are not able to walk to the library?

CHAIR'S REPORT

- Thanks to those who were able to write letters, give testimonies and attend meetings with the Council members. These meetings went very well.
- If there are Board members who have LACs they would like to nominate for an award, please submit as soon as possible. The awards are usually presented in June.
- There was a public meeting at Little Falls Library regarding Park and Planning's master plan for that community. Community members were not happy because they thought moving the library was included in the plan.
- Attended an Aspen Hill LAC on Saturday with liaison Debbie Brooks.
- In many branches, the LAC members and FOL chapter members are one and the same. If there is a clear delineation in duties, is this an issue?
    - o FOL and LAC members should operate with clear knowledge of their roles and responsibilities with each group.
    - o Davis LAC and Davis FOL chapter function very well as separate entities with mostly the same members.
    - o It is up to the Board to recruit and train LAC members and ensure the rules are followed.
    - o Elections will take place this fall.
    - o What happens when an LAC does not have enough members to rotate the officers who have served their terms?
- When an application is approved is there a letter sent stating to the applicant that they have been approved as a LAC member (subcommittee of the Library Board) with their term listed?
    - o This is not the current process.
    - o It would be good to send a welcome letter to the new LAC members.
    - o Letter of appreciation should be sent when a person's term ends.
    - o Each LAC should have a calendar to track terms.
- Do we want to make it so bureaucratic that people do not want to volunteer?
- Some of the LACs' membership is not representative of their communities.
    - o Director Hamilton can address this at the All Managers' meeting tomorrow.
- Not sure if there is a roster for each LAC.

- o The Director's Team has a roster for each LAC. It is sent out twice a year to the branch managers and LAC chairs for updates.
- Branches should post notice of the meetings.
- Twinbrook LAC now has a good model for recruiting members and advertising their meetings.
- The rules for the LACs should be the same as the rules for the Board.
  - o Succession planning should be emphasized as it is with the Board.
- Grow the base of advocates in the communities.

Question: Does Director Hamilton have a list of what the FOL funds in the branches?
Answer: The branch managers have to submit a request to the director to receive permission to request the FOL chapters to fund anything over $100.00.
Question: Do the branches submit an annual report of FOL paid expenses?
Answer: The FOL chapters keep a list of all branch-related expenditures.

- Generally speaking, how long does a person stay on an LAC?
  - o The term is for three years; there is no limit on how many terms a person can serve.
- Need someone to review the LAC handbook.
- How do we measure if the LAC is representative of the community?
- There needs to be an entire meeting devoted to the topic of LAC structure.
- Board members committed to reviewing the LAC Handbook looking for clear language and any barriers.
- Have a meeting in the fall with the LAC chairs – a training session.
- Begin the discussion via email and bring back information to the June meeting.

PUBLIC COMMENT:

None

ADJOURNMENT:

The meeting was adjourned at 9:00 PM.

_____
B. Parker Hamilton, MCPL Director