PLD Standards Committee Minutes
March 8, 2013, *10:00 a.m. at State Library in Salem*

Welcome, roll call, and ground rules:
Su Liudahl, Mo Cole, Pam North, Ted Smith, Dan White, Buzzy Nielsen, Paul Lightcap, Gayle Waiss, Kirsten Brodbeck-Kenney, Taylor Worley, Emily-Jane Dawson, Amy Blossom, Kevin Barclay, Kate Lasky, Jane Tucker, MaryKay Dahlgreen and Sami Pierson were in attendance. Perry Stokes and Margaret Hazel (Margaret joined after lunch) attended by GoToMeeting. Karen Muller, John Goodyear, Darci Hanning, and Kathleen Schmidtgall were not available.

Su reviewed the ground rules the committee generated at its first meeting.

Review of agenda and today's objectives
There was a general consensus that format needed to be addressed first and foremost. After that, the committee will address revisions made to each standard.

Format
Even though the committee addressed the format of the standards at the previous meeting, we agreed that there was not an understanding of the concepts underlying the 'categories' and other elements. Questions to consider:
-What are the categories?
-What are the logical breaks between the different elements?
-Shouldn't each outcome be measurable and well-conceived?
 -What should the introduction or vision statement for each standard look like and include?
-Should we address Vision 2020 in each standard?
-Do we need to consider accreditation/certification in the whole of the document? (At this mention, MaryKay noted that the State Library Board is very open to this discussion)
-Have we been too wordy?

'Essential' not a category; it is a statement of how important that element is. Therefore, no standard should have a category labeled 'essential'.

There are a couple of states' standards which the group continues to consult with when looking for an example of well-ordered, easy to use standards. Those states are Colorado and North Carolina. The across-the-board elements used by North Carolina are listed and described this way:

'The 2012 Public Library Standards are benchmarks of conditions necessary for effective library service in North Carolina. These benchmarks are organized into five sections: **Administration**, **Facilities**, **Human Resources**, **Resources** and **Services**.

Within each section, the benchmarks are organized by three categories:
Public Value – practices that demonstrate effective stewardship of public funds and establish the Library's relevance and impact in the community.
Management – practices that result in effective and sustainable library operations.

Community Engagement – practices that build collaborative relationships and involve community members in planning, developing, using and evaluating library services.'
http://statelibrary.ncdcr.gov/ld/aboutlibraries/plstandards.html

After much discussion, this is the format we landed on:
Standard (i.e. Staffing)
intro
Category (policies)
Intro
Essential
-having staff
Enhanced
-having good staff
Exemplary
-having many trained staff
Outcome: measurable, what you end with

Taylor will create the template for all of us to use.

Presentations of revisions and group discussion (by each team)
-Introduction/Mission/Vision: Dan and Taylor
It was noted that a lot of work had been done by the Oregon library community on Vision 2020 and we had not even made an effort to connect our work to Vision 2020. It speaks about collaboration, people, community, and place-all things which have shown up in the standards but which have not been intentionally connected to our draft work.
Further, it seems like each standard has their own introduction, although there is no standard look to any of these. It seems like we are duplicating efforts in addition to making things muddier. Therefore, Taylor asked if we could:

- **Make statements that align with Vision 2020: look at Vision 2020 and see if how our standard speaks to it**
- **Make practical**
- **Economize language down to bare bones**
- **Send to Dan and Kate**

A decision made to use vision 2020 as our foundation; this vision is where all of us are trying to go; the standards are the vehicle to achieve the vision.

-Staffing
This is a tough standard: they must have some meat in order to influence the governing body but because of budget reductions the standard will be difficult to meet; the committee believes that many elements are non-negotiable (essential), but not sure they will be received that way by OLA membership.

Some things are included because we want libraries to be good employers so as to attract the best and brightest workers. All elements under diversity should be essential but it needs some more thought and more indicators.

Professional development is difficult to measure: we can use something other than percentage and that might make it easier. We could say that a certain number of staff need accreditation, and that means a certain number of hours, which hours could be provided in multiple ways.

The committee felt that the 'collaborative learning' on Page 3 was very important and that **ALL** of the staff need professional development. Other states' language on this topic says: 'provide staff with training in standards library values.'

The committee asked if we had any thoughts on categories, or order of categories:
Job descriptions: equal pay for equal work, should be able to compare somewhere. What about benefits in job descriptions? Some think that it's too restrictive to place that in job descriptions; benefits need to be somewhere but not there. What if do not have PERS? Some comparisons are not really easy to do; add the word 'applicable'; make available comparables; this creates a moving target; using the word median; compare outward with other professions? Tie it back to actual things that need to be done-library jobs can be very complex jobs; also discuss what the job descriptions have in them: accurate, reviewed and updated. Link to how to build good job descriptions; should be very reflective of actual responsibilities.

-Materials
Some redundancies within the standards are good; collection development and materials will have overlaps; keep redundancies here for now and decide later how to clean up in final version.
Funding for acquisitions: how prescriptive do we want this to be? Use ALA? 15%? But what about the times we receive funding for materials or materials collaboratively? There is not a correlating expenditure always, but we have the materials. How do we reconcile this to the allocation of funds to the materials budget?
How do you measure the success of your collection; i.e. do you track expenditures per capita? What is the accountability measure for this? Other methods are fill rate survey or customer satisfaction. This is the very nuts and bolts of library service: what the collection is. There are many indicators; they all add up to create the picture of the collection. IMLS has statistics in percentiles and collection size is reportable. Perhaps we use a few data points and describe what good collection management means and what good norms look like.
We need to have a resources section with links to data points to explain how to use. Should you have the funds to replace a certain percentage of the collection every year (and assuming replacing those icky titles)?
What level do you need to be at for resource sharing/ILL, actually relationships? Under enhanced in reciprocal borrowing; make essential – does this overlap into COMMUNITY ENGAGEMENT?
Look at:
- o   PROCESSING OF MATERIALS

- o FINDABILITY OF MATERIALS: organization of materials, in access;
- o Define resource sharing (this can mean many things) and put in essential
- o Reciprocal borrowing is enhanced
- o Place orders AND PROCESS at regular intervals

-Marketing and Advocacy

Someone suggested that a 'Distinctive logo' be an indicator; however, some libraries are required to use their city logo;

All contributions/donations should be acknowledged

Use free existing community communicational channels

Promoting your library through web site; instead of just have a web site

…community needs and target populations

Dedicate funds to marketing

Essential: staff dedicated to; internal marketing

-Facilities

People commented on the indicator calling the library the 'Living room': what does that mean? Perhaps use '3rd place' instead?

Elsewhere it is stated that the library is the cultural capital of the community. Is this measurable and reflective of being the living room? Perhaps it would be better to say 'Is your library used by a lot of different people for a lot of different things?'

Something measurable: Butts in chairs, lengths of stay;

In order to be living room, need a variety of things; diversity of uses; top three of places where people hang out. Pew Study: how many people go to library as third place. We are an anchor; attendance counts

Go through all outcomes to make more measurable; assessment round table

Discussion about 'the full range of services available all the hours the library is open?' Does this belong here? Then followed a conversation about having ZONEs in the library: could you have zones that have certain pieces open which is less than the entire library?

Might be more appropriate to say 'ensure each community has full range of services at convenient times'

Also facility includes the virtual realm which means that all services are available virtually

There are so many things that belong in access that must be here too: put in facilities plan that is at the end

# of square foot of person? What measurement do we use?

Flexibility helps with square footage for certain things

How long wait time is? Can we add some of those in?

Adequate space to meet the needs: do community needs assessment-this must be in here.

New building: does there need to be an indicator about where you site it: add indicator about considering site criteria and then list it in resources

-Governance

Library board policies? Change language to cover all the different kinds of governing situations

Policies, director-are reviewed

Library has adopted ………..

Board has adopted and educated?

Having board adopt: essential

Having governing board adopt: enhanced

Establishing publicly funded and publicly managed: how are we measuring

Significant funds in #2 of essential

-Technology

Old one more about infrastructure

Send top three

Technology plan

Use Edge as benchmark framework

Essential: have technology plan and here is one….edge benchmark framework

What is vital to be included in technology plan:

Standard:

Digital literacy-glossary, not must be in library; location does not matter

Automated with ILS and web accessible

Public Access to computers

Wifi

Connection speed: global statement? To highest standard available

Can we look at something more than the worst possible scenario

Let's not write the standards to accommodate

Benchmark 9: community engagement, use benchmarks alone

Benchmark 10: hardware replacement cycle

Benchmark 11: staffing for IT

Benchmark 14: accessibility to unique needs

-Community Engagement

The committee doing this would like to revisit this. Also they will look at ALA Guide for Friends. Someone suggested that we change the name from community engagement to community involvement. We agreed. It is difficult to tell the difference between this and the Marketing and Advocacy Standard but Marketing and advocacy – us looking out. Community involvement – getting them in, and us being involved in the community.

-Access: There may end up being a lot of 'see alsos'; what is not elsewhere, will float up to the top, almost everything is there elsewhere; use other standards as categories; if not needed, then won't

-Services: like Access, are services interwoven elsewhere and complete in that format?

Next Steps

- **Sharing our work with the public library community (Libs-OR, OLA website,?)** When we promoted this project, we promised to allow for a great deal of input from all over the state and from all levels of library supporters and staff. To date, this has not happened. Mo and Emily-Jane propose creating a survey to post on Libs-OR prior to the conference to ask people how they use the standards, how they would like to use the standards, etc. Everyone agrees that this is a good idea and Mo and Emily-Jane promise to try and complete the survey quickly.
- Su also agrees that it is time to **post our minutes**; she will take care of this.
- **Getting feedback at the OLA/WLA Conference**: we will have a table at the conference from which we can talk to people about our work to date. If we have one, are there people here who can help? Pam will create schedule

Next meeting is May 10, 10am, at Salem Public Library. Please use the plaza level for entry.