

MINUTES
Public Library Division
March 23, 2012
10:00 – 3:00
Tualatin Public Library

1. Call to Order & Review of the Agenda. In attendance were Ted Smith, Pam North, Jane Tucker, Karen Mejdrich, Su Liudahl, Dan White, Colleen Winters, and Mo Cole. Abigail Elder, OLA President, joined us.
2. Minutes of January 20, Meeting: Pam moved and Su seconded approval of the minutes as presented. All in favor.
3. Review all OLA Conference Plans
 - a. Pre Conference – Colleen: Ted asked Colleen asked to contact the pre-conference presenter shortly before the presentation just to be sure all is taken care of. Colleen was wondering if we know how many people might be attending because last year a couple of pre-conferences were cancelled due to low registrations. Jane said that she will find out. Su had agreed to do a promotion for it, which did not get completed. However, if it would help to do something, she will. Colleen needs to get an invoice for Ted.
 - b. PLD Speaker – Ted: Ted has been working with Bill and arrangements are set.
 - c. PLD Dinner Arrangements – Pam and Karen are on top of this and all arrangements are set. They did add a pre-dinner bar.
 - d. Conference Program sponsored by PLD – obligations: Ted is wondering what we are obligated to do. Jane said that each program needs an attendee count. If each of us could attend a program, we would have it all covered. There is a master schedule on the web. Ted asked that each person select a preference and let Ted know.
 - e. Evaluations for a,b,c – Jane learned that OLA had not said yay or nay on evaluations but we would like to have one for each of our programs as well as the preconference and the dinner. Online evals have been tried in other venues with limited success. The group decided that we would like to pass out hard copy evals which will have 4 or 5 questions to rate and then one open ended question. We will each be responsible for collection of evals at the same session we are assigned for people counting. Ted will format an eval ahead of time and have them available for us to pick up at the preconference or at the dinner.
 - f. Other conference details
 - i. Book sales for the author: a question came up about selling the dinner speaker's book. Should we ask him to bring some and we can help with sales? Jane will ask the conference committee if they have arranged for book sales in any way because this is a topic which has come up. We will figure it out once we know about their plans.
 - ii. Telling our program contacts about posting on NWCentral: Jane will look into this a bit more as people have posted conference material on

NWCentral for a few years now, but often it needs to be formatted in a certain way so that the information will show up in a search. Many people like to look at these notes ahead of time and determine if they are going to attend something.

iii. Tentative, incomplete assignments:

Jane: pre-conference

Mo: Strategic Planning

Ted: Boomers

Pam: Keeping Public Libraries Public

Karen: Library2Go

Karen/Pam?: Measuring now for tomorrow

Colleen, Su and Dan did not get a chance to get in this mix as we did not complete the list. Everyone should send their preferences to Ted.

4. PLD Business Meeting (according to the OLA and PLD by-laws, we are supposed to have a meeting at Conference) – since we probably won't have anything to vote on at that time, it might be a good time to have a general informational discussion about #6 on this agenda? According to Abigail, we can do a joint meeting with another group or arrange this meeting in any number of ways since we will not be voting on anything. It would be good to share some information about our work on the standards at this meeting. If we know more about it, and the standards, ahead of time, we could promote it to get more attendees. Jane will ask Liisa about a location for the meeting.
5. OLE Award
 - a. Winner – Esther Moberg: Su will get her there and requested that her award be given early in the evening so Esther can enjoy the night. Su agreed to present the award. Su also has the option of creating a certificate for Esther if she wants.
 - b. Award Ordered – Maureen: Mo will pick up; Ted needs an invoice and Mo will give that to him after pick up
6. Standards
 - a. Can we reasonably accomplish all of these this year?
 - i. Facilities/Space – Maureen has an idea; which is to get some research from Emporia, see below
 - ii. Access: Su wished to move ahead on this; she and Dan will see what they can get done by the conference
 - iii. Materials: should wait for research
 - iv. Staffing: should wait for research; also must include volunteers
 - b. Do we want to prioritize them? See below
 - c. Do we want to approach public libraries and the State Library about linking standards to some form of accreditation? See below, but they should mean something for all the effort
 - d. Do we want to suggest a partnership with the State Library to produce a new set of standards and reporting forms? See below but yes

This topic generated a lot of conversation. Essentially, many of us pondered what Ted had suggested at our last meeting about standards having some meaning, and questioned what our standards mean in Oregon. Su let us know that there was a poll some years ago to ask library directors how standards are used, but as far as she knew, this research was not compiled or saved.

Many people liked the idea of libraries not being penalized for achieving certain levels of standards, but being rewarded instead. We mostly agreed that they should be an incentive rather than a punishment. There are many roles they can take on: leverage, goal, levy assistance, reward etc. None of that is clear at this point.

Mo and Colleen met recently and are wondering why we are working on standards if it is not clear what they mean to us in Oregon. Mo suggested that we approach the Emporia State MLS program to help research the space standard; she further suggested that they could help us with research in this area as well. Our goal would be a white paper and a historical document so that our logic, reasoning and research is available to future decision makers.

Mo will approach ESU/Perri with the following proposal:

1. Overview of standards across the US: how they are used, the purposes, the sources, the funding, who creates them, which standards areas are used and why, etc.
2. What elements are changing standards and what is likely to impact them, i.e. RFID impacts staffing and space
3. Space standard and how that is impacted by changed to technology.
4. Great bibliography

There was a thought that this research could be the basis of an LSTA grant to get some funding for an expert to come in and create our standards.

We also want to get the State Library involved. Even though there are pros and cons for having them in the process, they could potentially provide a more neutral arbiter and be a source of reward.

7. Board Elections – new terms begin September 1.
 - a. Terms Expiring: Ted will move into Colleen's position and Colleen moves off the board; Su will move into Chair position and we will need a new Chair elect. Both Pam and Jane are willing to stay on another two years. One of them might be the logical candidate for Chair elect.
 - b. Candidates: we all need to think of possible candidates as it is always best to have two candidates. Abigail will also let people know there are involvement possibilities in PLD.
 - c. Elections in June
8. E-book report: Karen: Karen attended many sessions on e-books at PLA and she came back somewhat discouraged about it because we are already losing e-book reading patrons due to lack of access to bestsellers and our clunky, Library2Go technology.

Prices for library versions of items are skyrocketing, if they can be obtained. She did want us to know that there are several vendors who are trying to create a new business model for libraries with some success. 3M is the one which she is most impressed by. Some libraries or consortiums are going with their own adobe server to save books to but only the very biggest libraries can do this.

9. National Legislative Day: Abigail challenged PLD to take on the responsibility of sending a public librarian to NLD in the future and being responsible for those costs.
10. Pinterest and social media: Su has started a pinterest page and recommends it. It is a great way to post things that people would not read on the web site.
11. Funding from Friends groups: Colleen was commenting that her Friends group is now contributing to essential services. She wondered what experience the rest of us had with this. Some groups have bylaws that don't allow them to give to essential services, can only 'enhance', so that the governing institution cannot get used to this habit.
12. Next Meeting – OLA Conference in Bend; more info to come; will see all at PLD Dinner for sure
13. Adjournment: 11:50 a.m.