

Massachusetts Library System
Executive Board Meeting Minutes July 21, 2014

The meeting of the Massachusetts Library System (MLS) at the Marlborough office was called to order at approximately 1:45 p.m. by William Adamczyk, President.

Present: MLS Executive Board Members: William Adamczyk, Charlotte Canelli, Millie Gonzalez, Betty Johnson, Amy Lewontin, Patrick Marshall, Jacqueline Rafferty, Bert Saul, John Walsh (1:30), Sarah Watkins

Ex-officio: Greg Pronevitz, MLS Ex. Director; Dianne Carty, MBLC; Anna Fahey-Flynn, LFC (by phone)

Guests: Catherine Utt; Carolyn Noah; Steve Spohn

Minutes from June meeting approved. Motion-Patrick; Second-Amy. Unanimous.

MLS Action on Accepting WMRLS Corporate Records

Whereas, WMRLS may plan to dissolve after the sale of the Whately facility; in the event of such dissolution, the Massachusetts Library System agrees to retain WMRLS' corporate records. While this action does not constitute a merger of corporations, MLS will treat these records as if they were its own records.

Motion to accept WMRLS corporate records upon dissolution of WMRLS Corporation.
Motion-Patrick; Second-Amy. Unanimous.

Stipends for Basic Library Techniques (BLT) Participants

Four Basic Library Techniques classes (administration, reference, collection development and cataloging) are required by non-MLIS degreed public library directors in communities under 10,000. Their libraries' certification for state aid depends upon completion. The MBLC delegates MLS to provide the classes. Currently two are offered each year, one in the west (where the preponderance of people needing them work) and one elsewhere in the state. It is not cost effective to hold 2 BLT sessions for each topic-one in eastern and one in western part of state. Possibility of online component to course is being looked at. This fall, only 8 people needing the BLTs are expected to register. Because the directors come from very small communities, most well under 10,000, they may not have financial support for their attendance. Participation becomes burdensome when the distance is great or the travel is very time consuming. This project aims to reduce barriers to attendance.

The Continuing Education and Advisory Services Committee recommends that MLS conduct a one-year pilot project to provide mileage at the federal level, plus tolls and ferry charges, to those registrants who require the classes. To be eligible participants must meet the following criteria:

- Director in a community under 10,000 who does not have an MLIS and requires the class for state-aid certification.

MLS with the help of MBLC will identify potential recipients. They will be individually notified that this support is available, and asked to apply and to provide receipts in order to be reimbursed. Reimbursement will not exceed the amount necessary to reimburse the most distant qualified participant. Funding for this project is not expected to exceed \$1000 during the pilot year and will come from the continuing education budget.

Motion to accept the recommendation from the Continuing Education and Advisory Services Committee. Motion-Charlotte; Second-Amy. Motion passed with one opposing vote.

Nominating Committee Report

Catherine reported that the extended deadline for nominees yielded twice the number of people interested in serving on the MLS Executive Board. Nominating Committee will hold a conference call on Thursday, July 24 and will provide recommendations for the August meeting.

eBook Platform Planning and Budget

The Board of Library Commissioners approves the Statewide E-Book based on the following recommendations:

1. The next phase of the project will be called the beta phase. This phase provides the opportunity for MLS to roll out the project to additional libraries and denotes a project that is still beginning developed.
2. Evaluation of the cost sharing model developed by MLS and making adjustments to the model to assure the sustainability of the project.
3. Continually assessing the ease of use for residents. Providing APIs for libraries, networks and users to make content easily findable.
4. Develop a plan to implement “help desk” support for libraries and users.
5. Focus on evaluation of the products and have a recommendation in place by the end of FY 2015.
6. Determine that all products provided are meeting accessibility requirements by the end of FY 2015.
7. MLS and steering committee will set goals with measurable outcomes for FY 2015 and beyond.
8. MLS and steering committee will work on long term goals.
9. Clarify roles and responsibilities of all stakeholders and create a memorandum of agreement with stakeholders.
10. Coordinate efforts with other statewide groups including Statewide Library Card and Discovery Committees and Library for the Commonwealth.

Budget has been approved. Announcement of statewide launch is being worked on and a preliminary PR meeting with Celeste is scheduled. \$25,000 pledged by Pilot libraries. CLAMS network voted to participate prior to final MBLC vote. The eBook program will incorporate elements of LFC and network program. The marketplace is vast and unfriendly to individual libraries. The hope is to collaborate with BPL; unfortunately they have no academic eBook collections. BiblioBoard creator is a positive selling point for participation. Collection development will be handled statewide through a Steering Committee. eBook statistics can be reported on state aid reports. Meetings are scheduled with networks. MBLC consumer portal will be the main access point.

MBLC Survey Responses

What are the three top issues facing your clientele/users/members?

As members relate to MLS, the following issues are predominant:

1. Challenges with eBook discovery, technology and content.
2. Accessibility of MLS training/events by membership.
3. Library leadership development.

What are the three top issues facing your organization?

1. Providing satisfactory eBook technology and useful content for multi-type library members and residents which allows for statewide access to enhance resource sharing especially as public and school libraries transition to investing more funds in electronic materials.
2. Integration of services and staff as resource sharing becomes a larger part of MLS services.
3. Communications, i.e., getting the word out effectively to our large membership base.

If MBLC prioritizes and account this year, which should it be?

1. Line 7000-9401 as it supports the MLS budget to provide additional staff support for the statewide eBook platform.
2. Other lines which would provide support for additional content and improved technology.

If you receive funding from the MBLC, what would your organization be able to do with the additional funding? What additional services/programs would you provide? How would you augment current programs/services?

Additional funds would be used to enhance the statewide eBook program as prioritized by the eContent Steering Committee, e.g., additional staff to train and support libraries; enhancements to discovery and/or access technology to create a more user-friendly experience; matching funds to library investments to add more content.

MLS Plan of Service Report

An updated POS was provided, including progress on benchmarks and measures through June 2014. One interesting point is the LibGuides are gaining in popularity. Ten new MLSGuides were created; LibGuides were accessed 48,740 times.

Reports

Executive Director's Report-Greg Pronevitz- attached at end of minutes
Millie is Board liaison to Academic Library Services Planning Task Force.

CE and Advisory Report-Carolyn Noah- attached at end of minutes
Annual CE survey had 630 responses-mostly school and public members. Continuing Education & Advisory Services Committee discussed the benefit of breaking down the survey by library type, possibly having some common questions for all surveys, encouraging directors to encourage staff to take the survey, and drafting an email to look for member leaders, conference committee crossover recommendations and others to offer workshops.

Financial-Catherine Utt- attached at end of minutes
“Out of state travel” was up because of increased number of staff. “Other” was high because of legal expenses due to the prospective sale of the Whately building and the eBook Pilot Project.

Resource Sharing Director-Steve Spohn- attached at end of minutes
Full text retrievals from Gale/Cengage databases cost 19 cents per retrieval; Document and media views on Encyclopedia Britannica database cost 9 cents per view.

MBLC –Dianne Carty

- On Thursday, June 12th there was a meeting of the Resource Sharing Committee to hear reports from the eBook pilot project and the other subcommittees—discovery platform and statewide library card. As a result of this meeting Cindy Roach presented background information and the recommendation from the Resource Sharing Committee. After much discussion the Board approved the continuation of the eBook pilot project
- The agency website editorial team has been meeting to discuss a complete redesign of the website. In the meantime, we have designed, with staff input, a temporary home page to address some current user issues. The redesign will take some period of time and that is why we decided to address the homepage rather than wait.
- I have sent out a survey to the library community and to library stakeholders to gather input about the MBLC budget priorities and library community needs. I plan to compile this information to help inform the Board's preliminary discussion of a legislative agenda at the August board meeting. To date I have 68 responses.
- We are currently looking at efforts to help as we can with the immigrant children that may be housed in Massachusetts in either Bourne or Chicopee.
- Applications have closed for the manager position that I left vacant when I accepted the Directorship. We plan to hold interviews as soon as possible and have someone on board by October.

Construction Program Update

Bond. The library construction bond for \$151,200,000 has been approved and should be signed by the governor any day. Two amendments were attached to the Senate version of the MBLC's request and approved by the Senate and later approved by the House.

Capital Budget. Unofficially, we have been told by A&F that the construction program's FY15-19 capital budget has been approved for \$20M. We are waiting for this amount to be confirmed in writing.

Library for the Commonwealth (LFC) – Anna Fahey-Flynn

New Databases

We added several new databases in the past year that we will be continuing into FY15, notable:

- Hoopla
- Little Pim (online language learning software directed towards children, accessed through Mango.)
- Mango has doubled their courses on over 40 languages
- National Geographic Subscription (1888-Current)
- 19th Century US Newspapers
- 19th Century British Newspapers

Public Library Partnership Project

Gates Grant awarded to Digital Public Library of America with sub-award to Boston Public Library

- As of July 16, all three “introduction to the digitization process” workshops have been completed with a total of 41 attendees.
- We are now moving on to the selection process.

Most Requested New Service: Online courses. We are investigating options.

Other Business

Small Library Conference on October 29 in Sturbridge. Jessamyn West will be keynote speaker. Travel reimbursement will be provided by MBLC.

“Stronger Together Award” to member library or people from a library for reaching outside their area or network. Recognition at annual meeting. Board, committee, or MLS staff recommendation. Consensus of Executive Board to determine award winner.

Future MLS Executive Board Meetings-

August 18, 2014 - Marlborough

October 20, 2014 - Marlborough

September 15, 2014 –Marlborough/Whately

November 3, 2014 (Annual Mtg) – Holy Cross

December 15, 2014 (Orientation) - Marlborough

Motion to adjourn at 3:14 p.m. Motion-Patrick; Second-Amy.

Respectfully submitted,
Betty P. Johnson, Clerk

Executive Director's Report – July 2014

Facilities-Whately--We continue to work through steps to finalize the purchase and sale agreement with the buyer and the USDA. There have been numerous and lengthy delays due to the buyer's actions or inaction. We are urging him to proceed more quickly.

Statewide eBook Platform

- MBLC has approved the continuation of the pilot project in a beta phase.
- The Governor has signed the budget, which includes substantial increases for State Aid to PLs and the MBLC's line 9506 both of which can be used to support the project.

- Steve and I are working with MBLC to coordinate an announcement and to determine how much library investment is required for the launch.
- We are reviewing the likely staffing needs for a statewide rollout and plan to include placeholders in the next fy2015 revision and the fy2016 draft budget for discussion in August.

Annual Meeting-As a step toward building a Massachusetts library community, I would like to suggest that we provide a Community Building Award at our annual meeting. The award would recognize an individual or several individuals or a library or libraries that have made a significant contribution towards building a statewide library community.

Academic Library Services Planning TF -This group had the first of its four planned meetings on July 9. We discussed how MLS should prioritize its activities to better meet the needs of academic libraries. A few topics quickly rose to the top: access to eContent; listservs for academic library topics; assessment; and outreach to distance learners. Notes are in the Committee drop box.

Statewide Discovery System Committee-We've reviewed six responses and demos for the top responders with stakeholders to gauge library interest and to determine our next steps are scheduled for August 5.

Delivery-We have renewed our contract with Optima for two-years with a third year option.

Site Visits with Newer Board Members-I have met with four of the five newest Board members at their libraries. The fifth visit will be scheduled in the fall. This practice provides an opportunity for me to learn about library priorities and it gives the Board members a chance to learn more about MLS on an informal basis as well as begin a more personal relationship between Board members and me to encourage and enhance communications.

CE and Advisory Report-July 2014 (Reporting on June 2014)-Carolyn Noah
Advisors had 156 member contacts in June over 99 hours. We made 5 site visits over 3 hours. We traveled 16 hours to provide these services. There were noticeable concentrations in help on summer library program, eVanced, membership, Geolocation, and strategic planning.

Our ILL staff also receives advisory enquiries, and in June there were 35 recorded (these are included in the advisory total, above). These may also be reflected in the Resource Sharing report.

MLS offered 28 workshops, 8 online, and reached 325 participants. Notable events for June included multiple ADA and Good Customer Service workshops led by the New England ADA Center, two sessions of "Keep Calm and Manage On," multiple sessions of "Can't Miss Children's Books" and Genre Overviews.

These are not final figures, but we estimate that we had 1212 advisory contacts over 874 hours in FY14 and made 180 site visits. We offered 254 continuing education programs and reached 4,174 members.

The CE and Advisory Services Committee met on July 7. Amy Lewontin is our board liaison. Co-chaired by Bernadette Rivard and Peter Struzziero, the committee is considering ways to reach segments of our membership more effectively. They are also working on a recommendation intended to reduce barriers to Basic Library Techniques for those public library directors serving towns under 10,000 and do not have an MLIS. That recommendation is a separate document in your packet. There were some excellent suggestions for outreach and programming.

28 people are actively working for BiblioTemps®. Kelly made an excellent presentation at ALA on BiblioTemps® and has fielded enquiries from other states (and even someone from out of the US) who may be interested in setting up a similar service.

Resource Sharing Report-July 2014-Stephen Spohn

1. Mediated Interlibrary Loan

- The transition to in-house mediated ILL is complete.
- We have filled the two open positions: 1 FT and 1 PT Resource Sharing Assistant
- We are working on year-end statistics and expect to have those done soon.
- There appears to be some confusion regarding MLS's role in the virtual catalog to commonwealth catalog transition. We are working with the networks so that we can best direct inquiries.
- Year-end statistics are included in the FY 2014 Plan of Service Update.

2. Online Content

- eContent Program
 - MBLC passed a resolution to continue the program, and the governor has signed the budget. We are now working with MBLC to launch the program August 1. The MBLC resolution is included at the end of this report.
 - We have formed a steering committee for the program. Representatives from participating libraries include:
 - Tricia London (Avon Middle-High School)
 - Jackie Mushinsky (WPI)
 - Dan Paquette (Lee)
 - Jackie Rafferty (Cohasset)
 - Jeanie Vander Pyl (Cape Cod Hospital)
 - Several pilot libraries have also submitted agreements to continue their participation already.
- Statewide Databases
 - Year-end statistics are included in the FY 2014 Plan of Service Update.
- OCLC WorldCat
 - The pledging process for the legacy NE and MW accounts is complete, and we expect to begin the invoicing process soon.
 - We will begin a review of this program area this summer as this year's process has uncovered a few rough spots. (The Resource Sharing Advisory Committee will be consulted as part of any changes made to the program.)

Financial Report-July 2014-Catherine Utt

See reports for ending balances in June 2014.

End of year payments have all been made. All databases have been paid in full and \$586,042.16 was paid to a Lyris deposit account for eContent in fy15.

Preparatory work for the annual audit has begun with onsite work scheduled for the second week of August.

MHEC-MHEC and I are in the process of scheduling workshops to put on in various parts of the state and will be meeting with groups as interest is expressed. We are in the last stages of negotiating some better net pricing for popular items that had been included on the old MARLS contracts.

Delivery-The delivery amendment was signed and is in place.

We have been working with Optima on some branding initiatives to bring greater awareness to the service. The first step will be having MLS Delivery decals on the Optima delivery vans. We will be working with Anna Popp to discuss additional initiatives. This discussion originated from the Delivery Advisory Committee.

Bibliotemps-See financial data at end of report.

Massachusetts Library System Fiscal Year 2014			End Balance June 2014	
Line Item Budget				
	Budget	Actual	Percentage	Comments
I. PERSONNEL COSTS				
A. Salaries and Wages	1,240,855.00	1,215,726.51	97.97%	
B. Applicable Benefits	399,750.00	332,692.37	83.23%	
SUBTOTAL	1,640,605.00	1,548,418.88	94.38%	
II. OPERATING EXPENSES				
A. Books and Other Library Materials				
1. Online Content - Reference	993,898.00	1,409,800.96	141.85%	
2. Online Content - eBook	610,000.00	124,903.00	20.48%	
3. Professional Collection	3,000.00	5,590.92	186.36%	
B. Equipment				
1. Computer Hardware and Software	62,000.00	85,462.91	137.84%	
2. Office Equipment and Furnishings	20,000.00	47,928.70	239.64%	
3. Vehicles	0.00	0.00		
C. Office Expenses				
1. Supplies	15,000.00	20,867.13	139.11%	
2. Postage	2,000.00	3,331.70	166.59%	
3. Telephone	15,000.00	13,416.79	89.45%	
4. Printing	10,000.00	6,913.93	69.14%	
5. Travel				
a) In-state	55,000.00	48,754.06	88.64%	
b) Out-of-state	25,000.00	35,502.50	142.01%	
6. Equipment Maintenance and Repair	4,500.00	3,910.83	86.91%	
7. Space Rental/Electricity	169,120.00	142,502.09	84.26%	
8. Audit	25,000.00	23,565.00	94.26%	
9. Other	95,000.00	157,864.23	166.17%	
D. Regional Vehicle Expenses	0.00	615.35		
E. Contractual Services (Excludes Online Content)	2,880,000.00	2,945,774.02	102.28%	
SUBTOTAL	4,984,518.00	5,076,704.12	101.85%	
TOTAL	6,625,123.00	6,625,123.00	100.00%	
III. SUB-CONTRACTED SERVICES				
TOTAL	600,000.00	600,000.00	100.00%	
TOTAL	7,225,123.00	7,225,123.00	100.00%	

Bibliotemps			
Fiscal Year 2014			
Line Item Budget			
	Jun-14	YTD	Comments
I. REVENUE			
A. Bibliotemps Revenue	54,519.56	441,832.13	
B. Bibliotemps Costs	43,697.45	368,959.89	
NET INCOME SUBTOTAL	10,822.11	72,872.24	
I. PERSONNEL COSTS			
A. Salaries and Wages	2,658.74	34,524.90	
B. Applicable Benefits	315.29	4,891.78	
SUBTOTAL	2,974.03	39,416.68	
II. OPERATING EXPENSES			
A. Equipment			
1. Computer Hardware and Software	0.00	4,500.00	
2. Office Equipment and Furnishings	0.00	0.00	
A. Equipment Subtotal	0.00	4,500.00	
C. Office Expenses			
1. Supplies	0.00	0.00	
2. Postage	0.00	0.00	
3. Telephone	0.00	0.00	
4. Printing	0.00	718.69	
5. Travel			
a) In-state	45.70	912.12	
b) Out-of-state	0.00	0.00	
6. Equipment Maintenance and Repair	0.00	0.00	
7. Other	0.00	0.00	
A. Office Expenses Subtotal	45.70	1,630.81	
SUBTOTAL	3,019.73	45,547.49	
INCOME AFTER EXPENSES	7,802.38	27,324.75	