

Massachusetts Library System

Annual Meeting Agenda

November 4, 2013

College of the Holy Cross (Worcester)

- 9:00 am Registration Opens (light breakfast available)
- 9:30 am Welcome (Patrick Marshall, MLS President)
- MLS Update (Greg Pronevitz, Executive Director)
- Business meeting (Patrick Marshall)
- Approve Minutes of November 2012 Annual Meeting
 - Approve Budget & Plan of Service for fy2015
 - Approve Bylaws Revisions
 - Introduce Slate of Candidates (Deborah Kelsey, Nominations Committee Chair)
 - Call for Motion to vote as entire slate
 - Call for Vote
 - Adjourn
- MBLC Update, Frank Murphy Chair, MBLC and Dianne Carty, MBLC Acting Director
- 11:00 am Keynote: Building Community Outside the Box with Christian Zabriskie of Urban Librarians Unite
- 12:30 pm Lunch
- 1:30 pm Table Talks: 12 library organizations present out-of-the box approaches to community building. Descriptions are available in a brochure included with conference materials.
- 2:45 pm Closing, Envisioning Our Community (Anna Popp, Advisor)

Massachusetts Library System

Annual Meeting Minutes November 5, 2012

The third annual meeting of the Massachusetts Library System (MLS) at the College of the Holy Cross was called to order at approximately 10:01 a.m. by Dee Magnoni, President.

Dee welcomed member library representatives, MLS Executive Board members, commissioners and staff from the MBLC, network representatives, association representatives, and MLS staff.

Greg Pronevitz, MLS Executive Director, thanked the MLS staff for all their dedicated work. MLS makes libraries and librarians stronger. He presented an update on MLS topics-

- Annual Report fy12
- 2013-2015 Strategic Plan

Strategic Objectives - 2013-2015

-Play a leading role in expanding access to online content and its discovery by Massachusetts library users.

-Develop connections between member libraries and to expand their contributions to the MLS community.

-Plan and launch an MLS brand and communication plan to carry our message to all stakeholders.

-Enhance access to practical resource sharing options for Massachusetts residents.

-Explore and implement communication channels and targeted services for underserved audiences.

- FY2014 Budget and Plan of Service for FY 2014
- MLS Legislative agenda

Greg encouraged everyone to be an advocate for libraries by attending Legislative Breakfasts, Library Legislative Day, and by supporting the MBLC Legislative Agenda.

Business Meeting convened at 10:49 a.m.

Dee presented voting guidelines

Public library-1 vote per library

School library- public-each school district gets 1 vote; private-1 vote per community

No proxy votes recorded.

Plan of Service (POS) and Budget

Motion to accept POS and Budget as presented. Motion-Dinah O'Brien, Plymouth Public Library; Second-Barbara Friedman, Erving Public Library. Vote: unanimous.

Slate of Candidates

Jean Maguire, Nominating Committee Chair, moved the slate of candidates and officers recommended by the MLS Executive Board.

Slate of candidates

Cathy Collins - Sharon High School (3 years)
Ellen MJ Keane - UMass Lowell (3 years)
Bert Saul - Simpson Gumpertz and Heger (3 years)
Brian Tata - Leominster High School (2 years)
John Walsh - Newton Free Library (3 years)

Officers

Betty Johnson for Secretary
Margot Malachowski for Treasurer
Will Adamczyk for Vice President/President Elect

Vote: unanimous.

Business meeting adjourned at 10:53 a.m.

Rob Maier, Director MBLC, introduced staff members of the MBLC who were present. He highlighted current MBLC focus points:

- Increased access to eContent-pilot program of 50 libraries using Colorado model
- Statewide Resource Sharing Committee
- Statewide library card
- Library Construction success and need for \$150 million bond for current and future projects

- Massachusetts Municipal Advocate issue dedicated to libraries
- Legislative agenda-priority line is State Aid to Public Libraries
- Tumblr as way to promote libraries

Rob encouraged everyone to invite their Legislators to visit libraries and see value delivered with state funds.

David Gerzof Richard was the keynote speaker-"Marketing Recalibrated: Your Library at the Core of the Community"

After lunch, a panel discussion: "Stories from the Field". David Gerzof Richard facilitated our afternoon panel of librarians who enjoy the challenges and successes of using social media to communicate. Panelists were Mary Anne Antonellis, M.N. Spear Library, Shutesbury; Rachel Costello, Pentucket Regional High School, West Newbury; Nancy O'Sullivan, d'Alzon Library, Assumption College, Worcester.

Our closing speaker was Jennifer Koerber-"Living in the Future: Libraries Supporting the Next Wave of Cultural Evolution"

Respectfully submitted,
Betty P. Johnson Clerk

Massachusetts Library System

Plan of Service Fy2015

The Massachusetts Library System serves more than 1,600 member libraries throughout the Commonwealth including 371 public libraries; more than 950 public and private K-12 schools; 128 academic libraries on college and university campuses; and 182 other libraries in institutions such as hospitals, museums and historical societies, the Trial Courts, correctional institutions, law firms, and businesses.

Our core purpose is, as a state-supported collaborative, to foster cooperation, communication, innovation and sharing among member libraries of all types. The MLS promotes equitable access to excellent library services and resources for all who live, work or study in Massachusetts. The MLS makes libraries and librarians stronger.

This FY2015 Plan of Service and Budget is based on level funding for services from the Commonwealth and additional funding for collaborative purchasing from grants and the membership. MLS will continue to provide core services:

- Advising
- BiblioTemps
- Cooperative Purchasing
- Research and Development
- Resource Sharing
 - Delivery
 - Mediated Interlibrary Loan
 - Journal Article Document Delivery
 - MassCat
 - Online Content
- Summer Library Program
- Training and Professional Development

Objectives of the MLS Strategic Plan for 2013-2015.

1. Play a leading role in expanding access to eContent and its discovery by Massachusetts library users.
2. Develop connections between member libraries to expand their contributions to the MLS community.
3. Plan and launch an MLS brand to carry our message to all stakeholders.
4. Enhance access to practical resource sharing options for Massachusetts residents.
5. Explore and implement communications channels and targeted services for underserved audiences.

A number of initiatives are planned to meet our strategic objectives:

- **Research and Development** - Enhance access to eContent including eBooks and online databases by expanding services based on pilot test experience and participation in planning for a statewide library card and statewide discovery platform
- **Econtent/Cooperative Purchasing**- Collaborate with the Statewide Resource Sharing Committee, the Massachusetts Higher Education Collaborative, members, and other stakeholders to expand and enhance access to econtent including eBooks and online databases and build on the experience gained in pilot testing an eBook platform.
- **Mediated Interlibrary Loan** - Finalize implementation of recommendations of the MLS Resource Sharing Advisory Committee to improve the efficiency and enhance services by bringing mediated ILL in-house. Begin planning for ongoing expansion of self-service ILL and expand availability of services with promotion and training.
- **Promotion** - Develop programs and materials to raise awareness of services available to members through MLS building on MLS's brand and fy2014 communication plan.
- **Connect Member Libraries** - Develop programs and events to bring affinity groups together for networking, mentoring, and community problem solving and service development.
- **Family Literacy** -- Work with MBLC, libraries, and sponsors to promote the importance of year round literacy as it applies to all types of member libraries, e.g., family, digital, information, and community literacy, with training & professional development, advisory assistance, online tools and other programs.
- **Online Advisory Tools** - evaluate use and effectiveness of MLS Guides and other online tools to enhance ability to provide online tools.
- **End User Satisfaction**—sample end-user satisfaction of MLS resource sharing services, i.e., online content and mediated ILL.

ADVISING

Provide advice and support concerning library operations, policy and personnel issues, advocacy, planning, and technology to member libraries of all types and their governing bodies.

1. Respond to member requests for advisory service in a timely manner (referring to others with expertise when MLS experience level warrants).
Measure: Number of site visits and member contacts.
Measure: Number of contact hours.
Measure: Member satisfaction survey.
2. Identify and connect members and staff members of all types (academic, public, school, special, paraprofessionals, trustees, etc.) with similar professional challenges, facilitate collaboration among them, and maintain open communication with their professional associations.
Measure: Number of collaborations facilitated.
Measure: Member satisfaction with collaborations.
3. Disseminate advisory materials, including templates, best practice documents, and standards set by professional associations.
Measure: Number and variety of items disseminated.

BIBLIOTEMPS

Enhance member library access to qualified temporary staffing cost effectively.

1. Develop and enhance BiblioTemps' value by diversifying its client base and available staffing.
Measure: Number of staff placements by area of expertise.
Measure: Number of clients representing libraries of varying types, sizes, and locations.
2. Assist library staff to make career transitions
Measure: Number of BiblioTemps workers who are placed.
Measure: Number of BiblioTemps workers participating in MLS continuing education programs.
Measure: Number of MLS programs addressing career development topics.
3. Monitor and maintain financial surplus.
Measure: Income and spending analysis.

COOPERATIVE PURCHASING

Continue statewide activities to enable members to maximize resources and initiate new programs based on member needs.

1. Support member participation in the supplies and materials purchasing cooperatives.
Measure: Number of members and satisfaction with the cooperatives.
2. Expand opportunities for additional cooperative activities, e.g. online content and innovations (in conjunction with Massachusetts Higher Education Collaborative when appropriate).
Measure: Number of cooperative activities and participants.

RESEARCH AND DEVELOPMENT

Explore new technologies and services for potential use in member libraries.

1. Explore innovations and establish programs and services and share experiences, trends and best practices with member libraries.
Measure: Number of projects studied.
Measure: Number of programs and services provided.

RESOURCE SHARING

DELIVERY

Offer the most efficient and cost-effective interchange of library resources among members.

1. Monitor contract for statewide delivery.
Measure: Level of customer satisfaction.
Measure: Level of contract benchmarks achieved.
2. Investigate and recommend solutions to improve service, efficiency, ergonomics and safety.
Measure: Advisory Committee recommendations.
Measure: Number of programs and participants.
3. Assess the volume of holds activity and implement necessary changes.
Measure: October and March member volume surveys.
4. Keep members informed of delivery service issues.
Measure: Level of user satisfaction regarding communications.
5. Expand delivery service to all eligible libraries.
Measure: Number of new eligible libraries served.

MEDIATED INTERLIBRARY LOAN AND JOURNAL ARTICLE DOCUMENT DELIVERY

Provide and promote timely and cost effective resource sharing through mediated interlibrary loan transactions and journal article document delivery.

1. Actively encourage all member libraries to share resources.
Measure: Promotional efforts.
Measure: Statistical reports.
2. Orient and train members in mediated ILL procedures for ILL Centers, Document Delivery Center, and the Virtual Catalog.
Measure: Number of orientations and trainings provided.
Measure: Number of participants.
3. Implement recommendations to enhance services and efficiency based on recent service study report.
Measure: Advisory Committee recommendations and resulting changes.
4. Evaluate user satisfaction.
Measure: Member survey results and sample of end user satisfaction.

MASSCAT

Encourage and support member access to resources through development and maintenance of MassCat.

1. Provide ongoing training and support to MassCat member libraries.
Measure: Number of trainings provided.
Measure: Number of participants.
2. Evaluate service and system development to ensure member needs are met.
Measure: Ratio of user satisfaction as indicated by a user satisfaction survey.
3. Publicize and promote MassCat services to expand resource sharing.
Measure: Promotional efforts.

ONLINE CONTENT

Work with appropriate partners to provide direct access to a range of electronic content to cost effectively meet multi-type member library needs.

1. Monitor and report use levels and satisfaction for current offerings.
Measure: Member satisfaction survey results. End user stats and sample of satisfaction.
Measure: Statistical reports.
2. Publicize and promote offerings.
Measure: Promotional efforts.
Measure: Statistical reports result.
3. Gauge member needs for additional offerings.
Measure: Member survey results.
Measure: Advisory Committee recommendations.

SUMMER LIBRARY PROGRAM

Provide programs for four age groups, with an emphasis on technological and traditional literacy skills, library visits and programs, and the efficient, fun way to incorporate reading and related activities into summer family time.

1. Plan future statewide summer library programs in conjunction with CSLP (Collaborative Summer Library Program).
Measure: Number of programs and number of participants.
2. Integrate year round family literacy programming in conjunction with summer library program planning.
Measure: Number of programs and number of participants.
3. Continue promotional work and grant opportunities (i.e., Evanced Solutions) with MBLC and sponsors.
Measure: Number of Promotional efforts
Measure: Number of libraries and number of participants using Evanced.

TRAINING & PROFESSIONAL DEVELOPMENT

Provide training and professional development opportunities to enable member libraries and their governing authorities to maintain standards of professional excellence and improve the quality of services to users.

1. Focusing on both specific library types and across types, assess training and professional development needs, locations and methods of delivering content to member library staff and governance boards and respond to needs as appropriate.
Measure: Number of opportunities provided and attendees.
Measure: Survey member needs.
Measure: Level of user satisfaction.
2. Implement alternative formats for delivering training and professional development content, such as webinars, conference calls and social networking features.
Measure: Number of participants via alternative formats.
Measure: Level of members' satisfaction with alternative formats.
3. Support and encourage member collaboration in order to offer training and professional development opportunities.
Measure: Number of collaborations.
Measure: Number of participants.
4. Explore and extend partnership opportunities with other organizations, e.g. the automated library networks, consortia and associations, to offer high quality training and professional development and services.
Measure: Number of collaborations.
Measure: Number of participants.
5. Offer training in Basic Library Techniques.
Measure: Number of trainings provided.
Measure: Number of participants.

ADMINISTRATION

Develop, coordinate, implement and evaluate the Plan of Service.

1. Work with the Executive Board and member libraries to develop programs and services that meet member needs, i.e. implement strategic plan.
Measure: Completion and results of evaluation of planning process.
2. Work with the Executive Board and staff to develop and enhance quality and efficiency of internal operations and facilities to ensure quality member services and MLS leadership statewide.
Measure: Description of enhancements.
Measure: Member satisfaction.
3. Promote the organization and the member libraries.
Measure: Number and variety of public relations channels and campaigns employed.
4. Foster partnerships, collaborations and sharing of expertise within and between library groups and associations and statewide service providers.
Measure: Number of partnerships and collaborations developed and/or nurtured.
5. Write and manage grants that expand and improve services offered to member libraries.
Measure: Number of grant applications and awards.
6. Participate in activities of relevant professional organizations, associations, networks, boards and committees.
Measure: Collaborative efforts that benefit MLS and its members.
7. Explore enterprise activities and implement as appropriate.
Measure: Description of enhancements and results.

**Massachusetts Library System
Fiscal Year 2015**

Program Budget

Program	FY14 Direct Program Costs	FY15 Direct Program Costs	Change	Projected Level of Activity
1. DELIVERY	\$2,832,680.75	\$3,124,153.85	10%	640 participating libraries; 14 million items delivered
2. SUPPLEMENTAL REFERENCE	\$1,676,287.00	\$1,472,721.85	-12%	
2a. Online Content Reference	\$993,898.00	\$958,568.00	-4%	26 million downloads
2b. Online Content ebook	\$610,000.00	\$350,000.00	-43%	Anticipated Financial Support
3. INTERLIBRARY LOAN	\$901,458.75	\$692,813.20	-23%	
3a Mediated interlibrary loan	\$792,875.25	\$575,560.45	-27%	33,000 requests; Reduction in costs from bringing service in-house
3b MassCat	\$108,583.50	\$117,252.75	8%	71 participating libraries in MassCat
4. CONTINUING EDUCATION AND TRAINING	\$498,139.50	\$522,109.90	5%	325 sessions; 3,500 attendees
5. ADVISORY AND TECHNICAL ASSISTANCE	\$555,917.50	\$622,714.30	12%	1700 hours consulting
6. SUPPLEMENTAL SERVICES	\$156,680.75	\$147,252.75	-6%	
6a Cooperative Purchasing Programs	\$54,291.75	\$46,901.10	-14%	1 program; 724 participating libraries
6b Summer Reading Program	\$102,389.00	\$100,351.65	-2%	96,000 participants in 320 libraries
7. ADMINISTRATION	\$603,958.75	\$643,357.15	7%	Merit, benefits increases
GRAND TOTALS	\$7,225,123	\$7,225,123	0%	

Massachusetts Library System (MLS)

PERSONNEL AND SPACE RENTAL COST ALLOCATIONS BY PROGRAM		
PROGRAM	fy2014 Allocation	fy2015 Allocation
Delivery	7%	7%
Supplemental Reference	4%	7%
Mediated Interlibrary Loan	9%	19%
MassCat	6%	5%
Continuing Education and Training	22%	18%
Advisory and Technical Assistance	30%	26%
Cooperative Purchasing Programs	3%	2%
Summer Reading Program	4%	3%
Administration	15%	13%
TOTAL	100%	100%

**Massachusetts Library System
Fiscal Year 2015**

Line Item Budget

	FY14 Budget	FY15 Budget	Change	Identification of Changed Items
I. PERSONNEL COSTS				
A. Salaries and Wages				
Advisory Staff	593,184.55	620,675.92	5%	Salary increases for 9 FTE
Member Services/Office Support Staff	159,205.69	189,669.47	19%	Salary Increase for 3 FTE, Addt'l 1 FTE
Resource Sharing Staff	60,139.42	300,668.77	400%	Add'l FT employees, and ILL MGR for full year
Management	428,325.34	457,040.84	7%	Salary Increase for 4 FTEs, Addt'l 1 FTE
B. Applicable Benefits				
Advisory Staff	190,608.61	202,169.13	6%	Increased benefit costs
Member Services/Office Support Staff	79,569.39	107,451.60	35%	Addt'l 1 FTE, Increased benefit costs
Resource Sharing Staff	31,418.94	161,885.39	415%	Add'l FT employees, and ILL MGR for full year
Management	98,153.06	107,493.88	10%	Addt'l 1 FTE, Increased benefit costs
SUBTOTAL	1,640,605.00	2,147,055.00	31%	

Massachusetts Library System Fiscal Year 2015

Line Item Budget

	FY14 Budget	FY15 Budget	Change	Identification of Changed Items
II. OPERATING EXPENSES				
A. Books and Other Library Materials	1,606,898.00	1,311,568.00	-18%	Funding Support for ebooks
B. Equipment				
1. Computer Hardware and Software	62,000.00	60,000.00	-3.23%	
2. Office Equipment and Furnishings	20,000.00	20,000.00	0.00%	
3. Vehicles	0.00	0.00	0.00%	
C. Office Expenses				
1. Supplies	15,000.00	20,000.00	33.33%	
2. Postage	2,000.00	2,000.00	0.00%	
3. Telephone	15,000.00	15,000.00	0.00%	
4. Printing	10,000.00	5,000.00	-50.00%	
5. Travel				
a) In-state	55,000.00	60,000.00	9.09%	
b) Out-of-state	25,000.00	30,000.00	20.00%	
6. Equipment Maintenance and Repair	4,500.00	4,500.00	0.00%	
7. Space Rental/Electricity				
a) Marlborough Rent	39,932.50	69,612.50	74.33%	Add'l space for ILL Center
b) Whately Mortgage	68,772.00	68,772.00	0.00%	
c) Marlborough Utilities	8,800.00	8,000.00	0.00%	
d) Whately Utilities	17,900.00	17,900.00	0.00%	
e) Marlborough Building/Grounds	0.00	0.00	0.00%	
f) Whately Building/Grounds	30,408.00	30,408.00	0.00%	
g) Town of Whately - in lieu of taxes	3,307.50	3,307.50	0.00%	
8. Audit	25,000.00	25,000.00	0.00%	
9. Other				
a) Insurance	20,000.00	20,000.00	0.00%	
b) Legal	8,000.00	10,000.00	25.00%	
c) Annual Meeting	9,000.00	9,000.00	0.00%	
d) Internet/VPN	15,000.00	15,000.00	0.00%	
e) Net@Work/Mas90	3,000.00	3,000.00	0.00%	
f) Delivery	5,000.00	10,000.00	100.00%	
g) Marketing	5,000.00	5,000.00	0.00%	
h) Undefined	30,000.00	35,000.00	16.67%	
D. Regional Vehicle Expenses	0.00	0.00	0.00%	
E. Contractual Services	2,880,000.00	3,120,000.00	8.33%	
SUBTOTAL	3,377,620.00	3,666,500.00	8.55%	
III. SUB-CONTRACTED SERVICES				
Mediated ILL Center - Wellesley	250,000.00	0.00	-100.00%	
Mediated ILL Center - Quincy	250,000.00	0.00	-100.00%	
Journal Article Delivery - Boston	100,000.00	100,000.00	0.00%	
SUBTOTAL	600,000.00	100,000.00	-83.33%	
TOTAL	7,225,123.00	7,225,123.00	0.00%	

Massachusetts Library System (MLS)

Massachusetts Library System 2013 Slate

Executive Board Directors

Last Name	First Name	Library	Community	Type	Position	Term
Gerolami	Tim	Cape Cod Community College	Hyannis	Academic	Public Services Coordinator	3 years
Gonzalez	Millie	Framingham State University	Framingham	Academic	Reference and Electronic Resources Librarian	3 years
Johnson	Betty	Giswold Memorial Library	Colrain	Public	Library Director	3 years
Lewontin	Amy	Northeastern University	Boston	Academic	Collection Development Librarian	3 years
Rafferty	Jacqueline	Paul Pratt Memorial Library	Cohasset	Public	Library Director	3 years
Toromoreno	Henry	Haverhill High School	Haverhill	School	Library Media Specialist	3 years

Officers Office

Gerolami	Tim	Cape Cod Community College	Hyannis	Academic	Public Services Coordinator	1 year	Treasurer
Johnson	Betty	Griswold Memorial Library	Colrain	Public	Library Director	1 year	Secretary
Malachowski	Margot	Baystate Medical Center	Springfield	Special	Outreach Librarian	3 years	President Elect

Votes may be cast by written proxy in advance and submitted to: Proxy, c/o MLS, 225 Cedar Hill Street, Marlborough MA 01752. Members may vote yes or no on the Plan of Service and Budget, on the Bylaws, and on the Slate of Directors and Officers.



YEAR IN REVIEW

Databases

22,467,378 searches

Yesterday's database workshop was excellent. I'll be using the first few slides to introduce a brief presentation on the state databases at tomorrow's faculty in-service. Thank you for arranging for this workshop, as well as providing certificates of attendance.

-School librarian

Delivery

14,133,548 items delivered

I just want to say that Optima has continuously given us great service. They appear on time week after week and the staff are friendly yet professional. Our delivery items go where they should and appear on schedule. We no longer have "disappearing" items from one location to another. -Law librarian

Continuing Education

1,532 attendees at half-day programs and 1,982 participants in full day events

Last night's program entitled "New Trustee Orientation," presented by Mary King and Cindy Roach here at The Jones, was really fabulous! They make such a great team! Thank you so much for encouraging your staff to provide these wonderful services. These programs really make a difference in peoples' lives in that they help all of us to provide top-quality library services to our patrons. -Public Library Director

Library Summer Program

Over 100,000 readers and 379,000 participants in programs in summer '13

Thanks so much for your support and participation in our 2013 summer reading program!! Whether you provided us with materials, money, prizes, gift cards, space, discounts, books, or your time and knowledge, your help greatly enhanced our program and positively impacted many kids. -Children's librarian

Massachusetts Broadband Initiative/Gates Foundation Grant

Installed and upgraded 30+ library networks and hardware

Thank you bunches for the new router and Skype connection.... You probably just worked a ton of magic tech wise while we talked, and made it look easy. You have my admiration.

-Director, small public library

MassCat

69 library members

Your MassCat cataloger worked her way almost entirely through a large stack of books that needed original cataloging. I was very impressed with her competence and her focus on the job at hand.

- Special librarian

Resource Sharing

33,470 items provided by Quincy and Wellesley ILL and Boston Document Delivery Service

This morning one of the librarians in our greater Boston independent school librarian group was looking for an article and at least four people—myself included—responded by praising Illiad and how quick the response time has been this year when we've requested articles. Thank you for providing this valuable service to our patrons!

- School librarian

Massachusetts Library System
Marlborough and Whately
www.masslibsystem.org