

Massachusetts Library System
Executive Board Meeting Minutes February 27, 2012

The meeting of the Massachusetts Library System (MLS) at the Massachusetts Horticultural Society, Wellesley was called to order at approximately 1:18 p.m. by Dee Magnoni, President.

Present: MLS Executive Board Members: William Adamczyk , Vicky Biancolo, Charlotte Canelli, Jim Douglas (by phone), Tim Gerolami, Betty Johnson, Deborah Kelsey, Barb Lichtman, Dee Magnoni, Margot Malachowski, Patrick Marshall, Andrea Taupier, Sue Wargo, Sarah Watkins (by phone)

Ex-officio- Greg Pronevitz, MLS Ex. Director; Rob Maier, MBLC; Michael Colford LFC, (by phone)

Minutes from January meeting approved. Motion-Deborah; Second-Patrick. Unanimous.

MLS Advisory Committee Appointment Recommendations

In addition to meeting about four times per year, the advisory committees will also serve as focus groups for the MLS strategic planning process. Greg suggests that we invite all of those who volunteered for advisory committee membership but were not chosen to be in a focus group.

Continuing Education and Advisory Services Committee

Committee Charge-

- Advise MLS about continuing education topics of interest to member libraries.
- Investigate and recommend technologies to deliver continuing education.
- Recommend policy changes to MLS Executive Board.
- Advise MLS staff on issues related to providing advisory services to member libraries.

Charlotte Canelli volunteered to act as board liaison.

Recommended Roster: Charlotte Canelli, Sara Woodbury, Linda Dodge, Marnie Warner, Deb Spratt, Patricia Fontes, Nathalie Harty, Brenda Collins, Florence Lathrop, James L. Craig, Kara Welch, Kim Cochrane, Judi Paradis, Carolyn Noah, Sarah Sogigian (complete list with affiliation at end of report)

Online Content Advisory Committee

Committee Charge-

- Advise MLS about planning for providing online content to the membership.
- Recommend content, training, and promotion.

Greg suggests that we invite a member from BPL as a partner in statewide service provision.

Recommended Roster: Jim Douglas, TBA BPL, Eric Poulin, Pingsheng Chen, Donna Goldthwaite, Amy Ryan, Joanne Schmidt, Karen Davidson-Heller, Chris Steinhauer, Nancy George, Sarah Hudson, Richard Poisson, Jeanie Vander Pyl, Greg Pronevitz, Anna Popp, Scott Kehoe, Frank Murphy (complete list with affiliation at end of report)

Delivery Advisory Committee

Committee Charge-

- Assess delivery workflow as implemented in member libraries
- Evaluate practices and technologies that lead to improvement
- Recommend policies for member eligibility for delivery service
- Make recommendations to MLS board to realize improvements for adopting libraries

Recommended Roster: William Adamczyk, Becky Plimpton, Michelle Filleul, Patti D'Amario, Judy Carlson, Anne White, Meredith Cochran, Susan Peterson, Carrie Tucker, Sandra Woodbury, Danielle Chretien, Jennifer Blakely, Frank Murphy, Greg Pronevitz, Amanda Fauver, Catherine Utt (complete list with affiliation at end of report)

Motion to approve recommendation. Motion-Patrick; Sec-Deborah. Unanimous.

Methodology for CE/Advisory analysis

Cost/Benefit Study for Continuing Education and Advisory Services

Proposal: MLS will conduct a two-month in-depth study of continuing education and advisory costs and continuing education program quality ratings.

For continuing education, these elements will be included:

- Brief title of program
- Date of program
- Contractor cost, including travel expenses
- Advisor prep time on CE, travel time/costs, mileage costs
- Advisor CE presentation time/costs
- Member services time/cost
- Management time/ cost
- Total cost per program
- Number of participants
- Cost per participant
- Participant rating based on program evaluations
- Reason for cancellation, if applicable

For advisory work:

- Brief description of the topic of each advisory contact
- Contact hours with MLS advisor
- Travel time and mileage when relevant
- Advisor prep and follow up hours/costs
- Average cost per advisory contact

For site visits:

- Brief description of the content of visit
- Contact hours
- Travel time and mileage
- Advisor prep and follow up hours/costs
- Average cost per site visit

This proposal would audit future service, not past and be from a strategic planning perspective. Months to document-March and April.

Deborah said an analysis of past and future work with an on-going range of metrics and including feedback for advisory contacts and site visits would demonstrate a more precise measure of satisfaction and help determine whether MLS is meeting libraries' needs.

Motion to accept a revised proposal including both a retrospective examination of the past months offerings (as much as can be documented) and the rest of the fiscal year. Motion-Patrick; Second-Vicky. Unanimous.

FY2012 Budget Revision 2 Draft

Dee presented report from treasurer-“The Budget Committee met with Greg on Feb. 9 and went over some changes to the Fiscal Year 2012 budget. The Revision 2 budget, which, if approved in March, will supersede Revision 1 of last August.

-Because of surpluses in some areas, we were able to add funds to the Online Content line of the budget. Reasons for the surpluses include personnel funds that were never spent, the postponement of the selection of a customer relationship management (CRM) system, savings on the statewide delivery contract, and a reduction of the planning budget from \$50,000 to \$25,000.

-We have already spent over \$600,000 this fiscal year on Gale databases. This leaves us over \$1 million which we can use to pay for FY13 MBLC databases ahead of time.

-Another change to the budget is that the cost of the part-time strategic planning assistant has been moved out of Planning Expenses under Contractual Services and will be paid for out of personnel funds. This change is the result of discussions at earlier board meetings in which it was decided that a more appropriate way to pay for this position would be out of personnel funds. We now have a Position Availability Authorization Form, which was developed to help us clarify how a position is being paid for before a person is hired. This should reduce the need for making this particular kind of budget revision in the future.”

Revised budget needs to be presented to the MBLC in April or May. Paying database costs this fiscal year for the next helps keep stability in the database content. Column totals on worksheet need to be corrected. Bottom line is unchanged, just the line item distribution. Board members appreciate the clarification of line C. 9.Other, and the Personnel and Space Rental cost allocations by program.

FY 2012 Budget Revision 2 will be voted at March meeting.

FY2012 Plan of Service Update

Greg presented the POS with annotations stating progress in meeting objectives. Board would like to see POS with data at the end of FY12. Research and Development (Goal VIII) is not funded in the program budget. If significant changes are made to budget, member libraries would need to vote. R&D should be future related, e.g. technology sandbox. Discuss at another Board meeting how this goal is implemented for the future.

Strategic Planning Update and Survey Results

Greg shared a number of graphs with member survey results. These results will be examined by the Strategic Planning Committee. Member comments are being collated in a meaningful way-comments, critique, library type, geography. Senator Rosenberg requested a comparison of Western Mass satisfaction vs. statewide satisfaction. First focus group-MLS staff. MSLA will be focus group on Sunday. MBLC focus group in Apr or May. Phone interviews with strategic partners will be conducted by MLS staff or Executive Board members. Executive Board members can request access to Strategic Planning Dropbox.

Potential partnership with Mass. Higher Education Consortium

Greg reported-“We met with the Executive Director of the Massachusetts Higher Education Consortium (MHEC) to discuss possible collaborations in future procurements to increase our buying power (possibly for online content), to simplify purchasing for members, and this partnership brings the potential for some revenue. MHEC serves academic institutions and municipalities throughout New England. The downside is that MHEC cannot serve for---profit organizations of which MLS has one in the current cooperative purchase and about 31 others in the membership. We also met recently with Joe

Cook, Northampton Procurement Officer, who assists MLS with our Coop. He views MHEC as an appropriate partner if we chose to work with them.” There is no charge to join. Possible partnership is worthy of exploration.

Outside Consulting Policy

Greg apologized for not informing the Board in advance of his job consulting with the NY library system on delivery service.

Current Code of Conduct states-“While employed by MLS, employees are not permitted to also work for or to contract as a paid consultant for any current, past (within a year), or prospective member library, vendor, or contractor to avoid the impression of conflict of interest. However an employee may request a special exception to this policy by making a request in writing to the Executive Director. The Executive Director may consult with the Executive Board as part of the decision-making process to consider granting an exception, which must be in writing. Other employment or consulting work by employees that does not present any conflict of interest or impression thereof must be undertaken in a manner that does not interfere with MLS employment or use MLS resources. If in doubt, see the Executive Director.”

Patrick and Greg will work on clarity of wording.

Reports

Executive Director’s Report attached at end of minutes

Greg and Whately Facility Working Group are meeting March 6 with the Western Massachusetts Library Advocates to discuss future of western location.

CE and Advisory Report-Carolyn Noah attached at end of minutes

Financial-Catherine Utt attached at end of minutes

MLS Unappropriated Funds Report

- Earmarked Funds (\$341,383.78) which came from the predecessor organizations. Expended MassCat funds (\$31084) were used for open source development.
- Restricted Operating Funds (\$1,292,555) are used to pay for MLS services provided at the start of the fiscal year (before State Funds are released).
- Unrestricted Funds (\$398,680.42) came from former regions and can be used for projects to further the MLS mission. More detail will be provided for the \$13,352.97 which was spent on Open Houses.

Library for the Commonwealth (LFC) – Michael Colford

- Difficulty hiring for two jobs posted-Repository Developer, Web Programmer. Expanded job search with potential partnership with WGBH to hire for one position.
- Digital Commonwealth has 41 applicants for LSTA project.
- Library Caucus to be held at BPL on March 21st. Rob and Greg will coordinate.
- Blog to be launched as Outreach.
- As soon as the Librarian for Reference and Instruction has been hired at the BPL, (s)he will attend MLS Board meetings.

MBLC-Rob Maier

- Rob thanked Board members for attending their local Legislative Breakfasts.
- Ways and Means meeting this Friday; House Budget out about April 27th; Senate about May 25th if on the normal schedule.

- Database procurement is proceeding; good vendors replied
- Resource Sharing Task Force (15-18 people) to be appointed at March MBLC meeting.
- Public Library Construction: 5 towns need local approval for town share of funding.
- Franklin appealing denial of State-Aid.
- 53 letters of intent for LSTA round.
- Virtual Catalog money set aside last year and this year; Fenway Libraries Online is handling procurement; Survey showed high level of interest for new virtual catalog.

Other business-

Tentative date for Library Legislative Day is Wednesday April 11. There will be an abbreviated program because of inability to reserve Hall of Flags. Decided to change the MLS Board meeting for April to meet in Marlborough. Perhaps schedule the July or August meeting at the BPL.

Future Meetings for 2012

March 26 – MLS Marlborough – 1-4pm

April 30 – MLS Marlborough – 1-4pm

May 21 - MLS-Whately 1-4pm

June 18 – MLS-Marlborough 1-4pm

July 23 – MLS-Marlborough 1-4pm (**perhaps BPL instead for July or August**)

August 27 – MLS-Marlborough 1-4pm

September 24 – MLS-Marlborough 1-4pm

October 22 – MLS-Whately 1-4pm

November 5 (Annual Meeting) - College of the Holy Cross

December 3 Morning orientation; afternoon Board meeting at MLS-Marlborough

Motion to adjourn regular business meeting at 3:37 p.m. Motion-Patrick; Sec. Will

Respectfully submitted,

Betty P. Johnson

MLS Executive Director Report – February 2012

Procurement Collaboration Potential

We met with the Executive Director of the Massachusetts Higher Education Consortium (MHEC) (www.mhec.net) to discuss possible collaborations in future procurements to increase our buying power (possibly for online content), to simplify purchasing for members, and this partnership brings the potential for some revenue. MHEC serves academic institutions and municipalities throughout New England. The downside is that MHEC cannot serve for-profit organizations of which MLS has one in the current cooperative purchase and about 31 others in the membership. We also met recently with Joe Cook, Northampton Procurement Officer, who assists MLS with our Coop. He views MHEC as an appropriate partner if we chose to work with them.

Whately Facility Working Group

The MLS Executive Board Working Group is meeting the Western Mass. Library Advocates Board on 3/6 to discuss the Whately facility. A revised financial forecast is available below. The Western Mass. Legislative delegation has been invited to the meeting jointly by WMLA and MLS.

Drop Box

Almost everyone has accessed the new dropbox and no problems have been reported. If anyone has had trouble accessing documents, please contact Catherine. To avoid confusion, the old dropbox file will be deleted by the end of the week. Those who have not accessed the new dropbox will be contacted individually.

Advocacy

- MLS staff and Executive Board members are attending all scheduled legislative breakfasts.
- I am attending the Ways & Means Hearing in Methuen on 3/2 and the Library Legislative Caucus on 3/21 at BPL.
- MLS is coordinating an effort in collaboration with other library organizations to plan a series of continuing education events to expand the capacity of library advocates to communicate on library issues with elected officials and other stakeholders.

Online Content Procurement

The joint MBLC/MLS Online Content procurement is proceeding. The RFP team met in February will meet again in March to move forward with decision making. This procurement will result in contract(s) beginning July 1, 2012. Services under consideration: general content and newspapers; genealogy, language learning tools, and encyclopedias.

Strategic Planning Update

- Our consultant conducted the initial focus group with MLS staff. He is drafting questions for the membership for Task Force review. The initial member focus group is scheduled at the Mass School Lib Assn conference on 3/4.
- Catherine has set up a drop box for Task Force documents. If Executive Board members would like access, please let her know.
- Charts showing results of the survey are in this packet. We are organizing the comments and will distribute soon.

Creating a Resource Sharing Vision for Massachusetts

Members have expressed great interest in the joint MLS/MBLC Program on May 15, 2012 event to begin a statewide conversation on the future of resource sharing in light of the growing prevalence of electronic content and the potential risk to resource sharing with licensing of content superseding copyright.

MLS CE and Advisory Report January 2012

Tone Nunes, circuit rider, began work in mid-January and has been on the road making assessment visits to MBI libraries. He's writing a light-hearted blog called "Adventures of a Library Circuit Rider" to promote the libraries and his visits to them:
<http://www.masslibsystem.org/massbroadband/>.

Deb and Anna, hired in November and December, are coming up to speed, introducing themselves to members and planning continuing education offerings.

In January we held 18 continuing education events attended by 216 people. Two events were online.

Highlights of the month in continuing education were three programs co-sponsored with the Center for the Book: a "First Friday: Books that Massachusetts Readers Will Want to Know About" (delivered online), "Yes, You can Program Poetry in Your Library" and "From Readers Advisory to Awards Reading". Our popular Ereaderpalooza, updated for each presentation, was well attended. We sponsored seats at a LLMA webinar: "Library Fund Raising: Sharing the Passion with Library Staff." Also notable were Susan's continuing series on WordPress blogs, Diana's "PC Makeover on a Budget," and our first-ever mock Caldecott award program.

Thanks to unusually mild weather, we cancelled no programs in January.

We made 320 contacts with member libraries through our advisory service. Included were 47 site visits (spending 56 hours in travel time) and 273 advisory contacts. Comparison of this volume with a typical month from fall 2011 (10 visits and 247 advisory contacts) begins to show the increased capacity for "local touch" with the addition of new staff.

We spent 316 hours in contact time and 16 hours in travel for our advisory services. 64% of contacts were by email with 23% by phone. Big topics for January were social networking; school library eligibility; strategic planning; working with MassCat.

Respectfully submitted,
Carolyn Noah
2/17/12

Continuing Education Advisory Services Committee

Charlotte	Canelli	MLS EX Bd LIASION			
Sara	Woodbury		Public Small	W	Deerfield PL
Linda	Dodge		Public Small	N	Carlisle PL
Marnie	Warner		Special	B	Trial Court Law Libraries
Deb	Spratt		Public Small	C	Pepperell PL
Patricia	Fontes		School	C	Nashoba Regional High School
Nathalie	Harty		Public Large	N	Peabody Inst Lib
Brenda	Collins		Academic Public	S	Cape Cod Community College
Florence	Lathrop		School	S	Fontbonne Academy
James L.	Craig		Academic Public	W	University of Massachusetts at Amherst
Kara	Welch		School	W	Woodland Elementary School
Kim	Cochrane		Academic Public	M	Framingham State University
Judi	Paradis		School	M	Plympton School
Carolyn	Noah	MLS STAFF	Non-Member		
Sarah	Sogigian	MLS STAFF	Non-Member		

Delivery Advisory Committee

William	Adamczyk	MLS EX BD LIAISON	Public Large	S	Quincy
Becky	Plimpton		Public Small	C	Sturbridge
Michelle	Filleul		Public Large	N	Reading
Patti	D'Amario		Public Large	W	Springfield
Judy	Carlson		Academic	W	Westfield State University
Anne	White		Public Large	C	Worcester
Meredith	Cochran		School	W	Taconic High School
Susan	Peterson		Public Small	W	East Longmeadow
Carrie	Tucker		School	S	East Bridgewater High School
Sandra	Woodbury		Public Large	N	Billerica
Danielle	Chretien		Public Small	W	West Stockbridge
Jennifer	Blakely		Public Large	M	Cambridge
Frank	Murphy	MBLC LIAISON	Non-Member		
Greg	Pronevitz	MLS STAFF	Non-Member		
Amanda	Fauver	MLS STAFF	Non-Member		
Catherine	Utt	MLS STAFF	Non-Member		

Online Content Advisory Committee

Jim	Douglas	MLS EX Bd LIAISON	Academic Private	C	Nichols College
	TBA BPL		Public Large	B	Boston PL
Eric	Poulin		Academic Public	W	Greenfield Com Col
Pingsheng	Chen		Public Large	C	Worcester PL
Donna	Goldthwaite		Public Large	W	Springfield City Lib
Amy	Ryan		Public Small	S	Tisbury PL
Joanne	Schmidt		School Public	M	Medfield HS
Karen	Davidson-Heller		School Private	B	Malden Catholic
Chris	Steinhauser		School Public	N	Coolidge MS (Reading)
Nancy	George		Academic Public	N	Salem State Univ
Sarah	Hudson		Special	B	Social Law Lib (Boston)
Richard	Poisson		Special	M	MITRE (Bedford)
Jeanie	Vander Pyl		Special	S	Cape Cod Hosp
Greg	Pronevitz	MLS STAFF	Non-Member		
Anna	Popp	MLS STAFF	Non-Member		
Scott	Kehoe	MLS STAFF	Non-Member		
Frank	Murphy	MBLC LIAISON	Non-Member		