

Massachusetts Library System  
Executive Board Meeting Minutes April 26, 2013

The meeting of the Massachusetts Library System (MLS) at the Cambridge Public Library was called to order at approximately 1:30 p.m. by Patrick Marshall, President.

**Present:** MLS Executive Board Members: William Adamczyk, Charlotte Canelli (by phone), Cathy Collins (by phone), Tim Gerolami, Betty Johnson, Deborah Kelsey, Margot Malachowski, Patrick Marshall, Bert Saul, Brian Tata (by phone), John Walsh (by phone), Sarah Watkins  
Ex-officio- Greg Pronevitz, MLS Ex. Director; Gianna Gifford, LFC; Dianne Carty, MBLC (by phone)  
Guests: Catherine Utt

Board received thank you from MBLC for MLS support of Rob Maier's retirement party. Carolyn Noah will be out of the office after having surgery. Board wishes her a speedy recovery.

Minutes from February meeting approved. Motion-Deborah; Second-Bert. Approved with 2 abstaining.

### **Personnel and Nominations Committee Appointments**

Patrick and Greg reviewed the statements from the members who volunteered for the Nominations and Personnel Committees. From eight self-nominations for the Personnel Committee, Patrick and Greg recommend the three individuals listed below whose participation would be a good compliment to the existing members. These individuals represent school, academic, and public libraries. It adds a voice from a unique user base at Perkins School and brings on two existing leaders in the library community.

Recommendations: Brenda Ecsedy, Director, Wheelock College Library; James Gleason, Assistant Director, Perkins Library; Ruth Urell, Director, Reading Public Library

There were three self-nominations for the Nominations Committee. The MLS Bylaws call for specific composition as follows, "The Executive Board shall create a standing Nominating Committee, which shall be comprised of individuals who do not serve simultaneously on the Executive Board, with the exception of the Chair, who shall be a designated member of the Executive Board." Because the volunteers do not include a public library, Patrick and Greg suggest that the chair be chosen from among public library representatives on the Executive Board.

Recommendations: Linda Barefield, Library Media Specialist, Lynn English High School; Eleanor Rogers, Library Media Specialist, Stoughton High School; Brian Hubbard, Reference, Westfield State University

Motion to approve recommendations for Personnel and Nominations Committees. Motion-Deborah; Second-Tim. Unanimous. Deborah volunteered to be the public library representative on the Nominations Committee.

Motion to suspend MLS Executive Board Meeting at 1:39 p.m.

Reconvene MLS meeting at 1:45 p.m.

### **Accelerated Spending for MassCat Development**

Nora Blake, MassCat Manager, requests approval of spending about \$7,200 in fy2013 and fy2014 for the "patron records" functionality described below, instead of waiting until fy2014 to make these developments for the reasons stated below. This is within the budgeted amount of \$7,500 per year. Please note that substantial additional development may be required to provide compatibility with the Virtual Catalog in the near future. Earmarked funds can be used to pay for the Virtual Catalog developments.

"At their meeting on April 3, 2012, the MassCat Advisory Committee prioritized development projects for improving the Koha system that MassCat uses. The project that was ranked as their top priority is the development of an interface that will allow staff at member libraries search for groups of patron records based on criteria other than the patron barcode and then manipulate that group of patrons in some way. For most

MassCat members the most important function they would engage in is to delete their graduating classes of students. Since moving to the Koha system in 2008, we have not been able to remove a subset of patron records. We must either delete all patron records for a library then reload them (thus losing all circulation history), or we leave the records in system. We did not include this project in our initial request for funding for development projects that we made to the board in August 2012 because this project was dependent upon another project that was being coded at that time. That other work is now complete and part of the Koha system and we are now able to begin work on our project. This project would be considered a new feature. The schedule for new features to be included in Koha is twice annually in the April and November releases. In order for this project to be ready for the November release, we need to begin coding sooner than late July. We need at least one month for coding, one month for MassCat to test the coding and offer feedback/discover problems and fine tune the development with the developer, then anywhere from 1-3 months for the rest of the community to send the project through quality assurance tests.

Generally a freeze is placed in late September on new coding to be added in time for the major November release. Starting this project sooner than late July would allow us a comfortable amount of time to have this project included in the November feature release. Otherwise we would have to wait until April 2014.

The cost for this project is \$7,200. The terms of the contract would call for our providing \$3,600 at the beginning of the project and \$3,600 once we have tested and approved the project. I anticipate that \$3,600 would be needed this fiscal year and the remaining \$3,600 would be due in FY14.” (Nora Blake)

Motion to spend an additional \$3600 in FY13 for MassCat Development. Motion-Deborah; Second-Margot. Unanimous.

### **Temporary Invoice Approval Authority**

Discussion of whether a change in invoice approval is needed due to the possibility of an extended absence of a member of the management team. Issue tabled as current procedure addresses this issue with Executive Board Treasurer as signatory.

### **BiblioTemps Recommendations**

Annual rate adjustment-Proposed: Evaluate pay rates annually for all BiblioTemps® staffing levels and make adjustments in accordance with market rates. .

Service fees-Proposed: Evaluate annually and make adjustments as necessary. Authorize an annual adjustment.

Rates and policies for New Professionals-Proposed: Increase pay rate for New Professionals to be at the mid-point between Paraprofessionals and Professionals. End the promotional service fee for New Professionals. Require clients to select the New Professional level only in addition the Professional level.

Minimum Rates-Proposed: Designate pay and billing rates as “minimum.” Under our current rate structure, BiblioTemps® at each staff level make the same rate, no matter how many years of experience they have, where they are placed, or how much responsibility an individual position requires. Adding a “minimum” designation allows flexibility to negotiate more competitive rates for more experienced staff or more demanding settings.

Authorized signatory-Proposed: Authorize the Bibliotemps manager to sign client agreements unless they are complex, unusual or require legal attention.

Board will vote next month.

### **MHEC payments disposition.**

Catherine reports that MLS will be receiving the first full quarterly payment from MHEC. It has been reported at \$18,330.42. How should MLS use these funds? Board brainstormed some ideas: off-set MassCat fees and/or start-up costs to join other automated networks; eBooks; support for program attendance; technology leasing. As amount could vary by quarter, money should not go toward mandated services.

### **Fy2014 Budget Revision 1**

A revision to our fy2014 Budget is up for discussion. It will be finalized and put up as an action item in May. The revision is mandatory per MBLC policies because we will be revising payments to the ILL Centers. At the same time we have included other changes related to the transition of Interlibrary Loan to an internal MLS operation. The new costs have been offset by a combination of anticipated reductions in ILL Center contract and online content costs.

1. Additional office space for three months;
2. Office equipment and computers for new staff members;
3. Software and OCLC service for ILL;
4. New positions to start up the new ILL service in the last quarter:  
ILL manager; 3 ILL assistants; Resource sharing support staff (contingent on budget and need)

The Management Team has discussed the new positions, which will also include a previously budgeted management position, and concluded that all of these new positions are best sited in Marlborough. The reasons are to ensure good communications among the expanding Management Team and to keep staff in the Resource Sharing Team's reporting structure in a single location. Most of the new staff are non-exempt and will be reporting to the office on a daily basis. All new positions will require specific approval by the MLS President, Treasurer, and Personnel Committee Chair.

Some Board members wondered if it is necessary for the management team to be in one location. Whately building has more than enough space to accommodate the new ILL department. Greg will provide more information. Board will vote on budget revision in May.

### **eBook Platform Update**

RFP for statewide eBook platform services and content issued on March 18th. A conference call was held and questions from potential bidders were reviewed. Proposals are due April 29<sup>th</sup>. Implementation is to begin by June. Deb Hoadley, Carolyn, and Greg (mostly Deb) have been meeting with stakeholders and pilot libraries in information sessions. Deb is hosting a statewide webinar on May 13.

### **ReadersFirst--"A movement to improve e-book access and services for public library users"**

To achieve a better user experience for library patrons, e-content providers must be willing partners, and offer products that allow users to:

- Search and browse a single comprehensive catalog with all of a library's offerings at once, including all e-books, physical collections, programs, blogs, and donor opportunities. Currently, content providers often only allow searches within the products they sell, depriving users of the comprehensive library experience.
- Place holds, check-out items, view availability, manage fines and receive communications within individual library catalogs or in the venue the library believes will serve them best, without having to visit separate websites (libraries, not distributors, should be enabled to manage all interactions with users).
- Seamlessly enjoy a variety of e-content. To do this, libraries must be able to choose content, devices and apps from any provider or from multiple providers, without bundling that limits a library's ability to serve content they purchase on platforms of their choice.
- Download e-books that are compatible with all readers, from the Kindle to the Nook to the iPad and so on.

MLS Executive Board unanimously supports this initiative.

### **MLS Survey Results**

Number of responses to survey was good. Members are satisfied with almost all MLS services. Areas with room for improvement-location and variety of continuing education offered. Cooperative purchasing (MHEC) satisfaction is somewhat lower. MLS is offering training to help this. Libraries showing greatest dissatisfaction are being called to discuss results and see what can be improved

### **Reports**

Executive Director's Report- attached at end of minutes

CE and Advisory Report- attached at end of minutes

Financial-Catherine Utt attached at end of minutes

MBLC –no report

Library for the Commonwealth (LFC) –Gianna reported that the statewide repository is finished and access is available. Formal launch in the fall. Statewide digitization project needs more funding; MBLC hopes for renewed LSTA funding or state monies to continue this worthwhile project. BPL is working to finalize truly statewide access to some Gale databases. Also ed2go, a Gale product with online courses such as scrapbooking, Microsoft, guitar, may be offered as statewide access through BPL eCard. Tours of BPL offered through MLS have been popular; 20 attendees last time; more tours in July, Nov, Jan.

#### **Other Business-**

Board attendance at Director's Roundtables. Urge members to be part of MLS. Deborah volunteered to attend roundtable in Newbury.

Making Change: Transformation and Creativity in Libraries June 13, 2013 at DCU Center, Worcester. There is a waiting list for admission.

LSTA funding a major topic for National Library Legislative Days-May 7-8

#### **Upcoming MLS Executive Board Meetings**

- May 20, 2013 - – MLS-Marlb 1-4pm
- June 17, 2013 - – MLS-Marlb 1-4pm
- July 22, 2013 – MLS-Whately 1-4pm
- August 19, 2013 – MLS-Marlb 1-4pm
- September 16, 2013 – MLS-Marlb 1-4pm
- October 7, 2013 – MLS-Whately 1-4pm
- November 4, 2013 – Ann. Meeting; Holy Cross
- December 9, 2013– MLS-Marlb10am-4pm

Adjourn regular meeting at 3:57 p.m. Motion-Will; Second-Tim

Respectfully submitted,  
Betty P. Johnson

#### **MLS Executive Director Report – April 2013**

**Fy2014 Budget Activities-**A number of amendments have been filed on library funding.

Amendment #506 will add some funds the line shared by MLS and Library for the Commonwealth. The result if this is accepted would be that in fy2014 MLS funding would be reduced by about \$100,000 and LFC would be increased by about \$150,000. The sponsor of this amendment, Rep. Rushing, is very close to BPL.

Amendment #535 has the potential to restore the \$100,000 reduction (and possibly more) to MLS or to increase the MLS budget. If the House passes a budget with reduced funding for MLS, it is still possible for the Senate Budget or an Amendment to reverse the loss.

We have said that if additional funds become available to MLS they would be used as follows:

1. Expand access to electronic content, such as eBooks, to support libraries during a time when libraries must meet both a skyrocketing need for eBooks and other electronic content while at the same time most patrons still rely heavily on traditional library materials.
2. Enhancing access to resource sharing options by making membership in MassCat (a shared integrated library system) more affordable and providing physical delivery service to MassCat members and other libraries. This

will help school libraries and the smallest public libraries become more active in the library community and participate actively in resource sharing.

**Executive Board Communications**-I am setting up meetings with the five newest members at their libraries to see and learn about their libraries, to get further acquainted, and to discuss communications needs.

**MBLC Director Search**-The Search Committee met on April 8, 2013 to begin review of 12 applications. The top five candidates have been invited to interviews the week of 4/29.

**Statewide eBook Platform**-RFP for statewide eBook platform services and content issued on March 18th. A conference call was held and we are reviewing questions from potential bidders. Proposals are due April 29<sup>th</sup>. Implementation is to begin by June. Deb Hoadley, Carolyn, and I (mostly Deb) have been meeting with stakeholders and pilot libraries in information sessions. Deb is hosting a statewide webinar on May 13.

**PR and Branding Task Force**-The PR & Branding Task Force, comprised of four MLS staff members and four member representatives, issued an RFP for Branding and Communication services in February. We received responses from 12 vendors. Task Force members participated in scoring of the bids. Four finalist vendors were selected for Task Force consideration. On April 5, members of the Task Force met to make a final decision. After much discussion, Briggs Advertising was chosen as the preferred vendor. We signed an agreement with Briggs and held our first meeting with Briggs and the Task Force on April 17. Our goal is to present a branding recommendation to the Executive Board in June. This will be followed by brand development and preparation of a communications plan.

**ILL Center Activities**-We met with the directors in Wellesley and Quincy to discuss the transition for July 2014. We asked the Centers if they could reduce costs in fy2014 to support MLS's hiring ILL staff prior to the end of the year. Both Centers are seeking to do so.

**Whately Facility**-I met with Rep. Kulik and Sen. Rosenberg's Chief of Staff on Library Legislative Day to provide an update on the facility. I explained that I am planning to make a recommendation by the end of this fiscal year about the long-term disposition of the facility. The facility is too large for our needs and the costs are not justified. MLS is 100% committed to maintaining an office and meeting facility in Western Massachusetts but we must be prudent. We have no viable potential tenants that will make a substantial contribution to the added costs. This June we will have advertised the space via our realtor for over 18 months. The best option, if no viable tenants are likely, it to seek a short sale with the USDA. Sen. Rosenberg's Chief of Staff said that the Senator is very interested in seeking creative ways to retain the facility.

In the meantime, the West Springfield Library is seeking a storage facility for a large number of books and some furniture as they plan for a two-year construction project. I provided the director with a rough cost estimate. This will not make a substantial contribution to the additional costs.

I also made a similar report to the MLS staff on 4/9 and to the Western Massachusetts Library Advocates on 4/16. MLS staff sees some benefits in seeking a new location or, at least eliminating the responsibility for the large amount of vacant space. The WMLA attendees were still hoping for a way to retain the building and asked about the West Springfield project. My response was that that project and MLS's expanded staffing for ILL will not make a substantial contribution to the additional costs required to maintain the facility. I explained that I would be making a recommendation about the facility to the MLS Executive Board by June.

**Member Survey Results 2013**-I am pleased to report that members are satisfied with almost all MLS services (see charts in drop box). The vast majority of the 471 members responding rated their satisfaction with MLS services at the midpoint or higher with a rating near 90% or above. These levels of satisfaction were very similar across the Commonwealth and in responses from all library types.

We found that the area with the greatest room for improvement is the location of training and professional development events. We attribute this to the fact that the MLS budget for continuing education is 61% lower

than the combined budgets of our predecessor organizations. The MLS Advisory Team schedules events where they are most needed, often in response to a specific member request. We are also working to expand the availability of online events to reach a wider audience. This year, 40 webinars have already been hosted.

A number of school librarians commented about the desirability of training after hours. At the request of school librarians, MLS is focused on the development of robust multi-session-in service days. Librarians are welcome to attend an entire day or select the late afternoon content. We schedule these events in conjunction with a local library host and the Massachusetts School Library Association.

A number of librarians commented about difficulty in navigation for MHEC and the fact that costs are higher and now they pay shipping and handling. MHEC and MLS are providing training opportunities to provide education and help with navigation of the new contracts. MHEC and MLS staff members are available to answer questions or concerns. Both organizations are working to address concerns as they are brought to our attention. Additional information, including contact information, is available on the Coop FAQ.

We are contacting members who had specific issues with services and members who seemed the most dissatisfied. We will do our best to address their concerns.

### Demographics of 2013 Member Survey Respondents

	<b>Boston</b>	<b>Central</b>	<b>Metrowest</b>	<b>Northeast</b>	<b>Southeast</b>	<b>West</b>	<b>Total</b>
<b>Academic</b>	8	15	8	10	9	11	61
<b>Public</b>	1	42	43	58	75	71	290
<b>School</b>	7	12	19	16	16	15	85
<b>Special</b>	11	0	3	2	9	0	25
<b>Unreported</b>	0	1	1	0	3	5	10
<b>Total</b>	27	70	74	86	112	102	471

	<b>Total</b>
<b>Academic</b>	61
<b>Public</b>	290
<b>School</b>	85
<b>Special</b>	25
<b>n/a</b>	10
<b>Total</b>	471

### Western Massachusetts Library Advocates Proposal for an Alternative Newspaper Project

John Ramsay (Springfield City Library & WMLA) contacted me about a project to seek access to four major online newspapers in Western Massachusetts. He suggested that this could be a good model for a statewide program to expand access to local news. I thanked him and told him it was certainly worthy of consideration. We are hosting a joint meeting of the MLS Resource Sharing and Online Content Committees next month. This proposal (attached) will be part of the agenda.

## **CE and Advisory Report-** Carolyn Noah 3/15/13

The CE and Advisory Services Committee met on March 19 and provided great input on our annual survey as well as some good ideas for collaboration and programming.

In February, our advisors responded to 157 enquiries from members and spent 66 hours doing so. Notable this month was a surge in database support questions. And an array of personnel-related questions.

We made 12 site visits, spending 31 hours with library staff and 25 in transit to libraries. Our visits were a typical mix of helping with strategic planning, introducing MLS services to new library directors, and working on communications.

We planned 19 continuing education events. Two were cancelled for light registration. 344 participated. Of those, 225 were webinar participants. Some highlights of the month were four Geek the Library events led by OCLC's Jenny Powell; 3 library director roundtables; and one very well attended session on emergency planning for public libraries.

As always, handouts from our sessions are available at: <http://www.masslibsystem.org/continuing-education/mls-ce-handouts/>. Webinar archives are available at: <http://www.masslibsystem.org/archived-webinars-events>

February was a survey month for Advisory and Continuing Education services. In February, sessions conducted by MLS staff were rated by participants at 4.5 points on a 5-point scale. The average cost per person for the sessions was \$20.68. Sessions for which we contracted with an outside presenter were rated at average of 4.6 out of 5 points and cost an average of \$20.68 per person. You can find the data for these surveys in your packet.

Advisory results were reported last month.

Expect to hear lots of news about the MBI project very soon. The go live dates for community anchor institute libraries began in late March and will roll out over the next months.

## **Financial/Business Report April 26, 2012**

Financial Report-See next page for ending balances for March 2013.

Delivery-A tentative "live" date for sort-to-light for CWMARS has been set for Monday, May 13, with all libraries going "live" on Monday, May 20. CWMARS is reviewing this timeline to make sure it fits with their schedule.

MHEC-The first MHEC training session in Middleton was well received with positive feedback. Overall satisfaction as reported on the latest satisfaction survey is down from the previous year. We believe the training sessions will make users more comfortable with the new contracts. We are also contacting those libraries that responded negatively to discuss their issues/concerns.

We will be receiving the first full quarterly payment from MHEC. It has been reported at \$18,330.42.

MHEC and MLS have two more scheduled workshops and plus an online workshop:

Tuesday April 30, 2013                      10:00 AM – 12:00 PM      MLS Whately

Tuesday May 28, 2013                      10:30 AM – 12:30 PM      Lakeville

A webinar has been scheduled for Tuesday, May 21 for those who cannot attend the other sessions.

Bibliotemps-See last page for ending balances for March 2013.

Whately Vans-We listed one of the vans on a website recommended to us called Municibid. At the closing, the van sold for \$4,100, well below the \$12,995 asking price. The vans are becoming costly to maintain, both in staff time and in cost to continue to remain insured, registered and in working order. Previous action allowed us to reduce to 65%-75% of the asking price, but we have not received any offers in this range. Because of the time and cost associated with keeping the vans, we would like to be able to drop the price to the highest offer made. We have two standing offers for the vans in line with the final amount for the auction (adjusted for age and mileage). One offer is for \$2,950 for the 1998 Step Van (original asking price \$9,500). A second offer for the 1994 van was made at \$3,000 (original asking price \$5,900) contingent upon reviewing the service records and test-driving the vehicle.