MINUTES OF THE BOARD OF LIBRARY COMMISSIONERS

Date : August 4, 2016

Time : 10:00 A.M.

Place : Perkins School, Grousbeck Center

Watertown, Massachusetts

Present : N. Janeen Resnick, Vice Chairman; Roland A. Ochsenbein, Secretary; Mary Kronholm; Francis R. Murphy; Gregory J. Shesko; Alice M. Welch

Absent : Mary Ann Cluggish, Chairman; Carol Caro; George T. Comeau, Esq.

**Staff Present:**

Dianne Carty, Director; Liz Babbitt, State Aid Specialist; Callan Bignoli, Web Coordinator; Celeste Bruno, Communications Director; Barbara Glazerman, Head of Operations and Budget; Rachel Masse, Assistant to the Director; Mary Rose Quinn, Head of State Programs/Government Liaison; Deborah Roth, Contracts Specialist; Ruth Urell, Head of Library Advisory and Development; Erin Williams-Hart, Trustee/Friends Information Specialist

**Observers Present:**

Kim Charlson, Library Director, Perkins School for the Blind, Perkins Library; Anna Fahey-Flynn, Collaborative Services Manager, Boston Public Library; Patricia Feeley, Collaborative Services Librarian, Boston Public Library (BPL); Susan McAlister, Network Administrator, Minuteman Library Network (MLN); Gregory Pronevitz, Executive Director, Massachusetts Library System (MLS)

**Call to Order**

Vice Chairman Resnick called the meeting to order at 10:00 A.M. and recognized Kim Charlson, Director of the Braille and Talking Book Library at Perkins School. Ms. Charlson welcomed the Commissioners to Perkins School.

Ms. Charlson thanked Commissioner Caro for attending the dedication of the new drop in area of the library. Due to the new area they have begun to count the number of drop-ins and have seen a substantial increase. Perkins School paid for the renovations and the money from the MBLC was used for stacks and furniture.

Ms. Charlson spoke about Perkins Library partnering with the Library of Congress for a pilot program with the National Library Service for the Blind and Physically Handicapped (NLS) for electronic eReaders, which are like a Kindle but for Braille.

The pilot will test how books are distributed. The Braille Book Reader has Bluetooth. Braille readers who don’t have technology can load a SIM card with 40-50 books.

**Approval of Minutes- July 14, 2016**

Commissioner Kronholm moved and Commissioner Murphy seconded that the Massachusetts Board of Library Commissioners approve the minutes for the monthly business meeting July 14, 2016, as corrected.

**The Board voted approval.**

**DIRECTOR’S REPORT**

Meetings since the last Board meeting.

* July 14, 2016- Summer Reading Kick-off at Wakefield
* July 19, 2016- NELA Advocacy Meeting
* July 25, 2016- Executive Board Meeting
* July 28, 2016- Joint Statewide PR and MLA Legislative Committee Meeting

The House and Senate completed work on Sunday, July 31, 2016. Three of the Governor’s vetoes were overridden: State Aid to Public Libraries (9501), MLS/LFC (9401), and Center for the Book (9508).

The MBLC Strategic Planning Committee had a conference call meeting on July 25, 2016 prior to the Executive Board meeting. The invitation to the MBLC Library Leaders’ Summit scheduled for October 12 and survey were sent out on Monday, August 1, 2016. An RFR for a facilitator for the meetings has been posted.

The ARIS Report online form opened on July 1, 2016. The report must be completed and mailed by August 19, 2016. The State Aid Financial Form opens on August 8, 2016 and closes on October 7, 2016.

The State Aid Review Task Force will begin its work in September. Prior to the September Task Force meeting, Liz Babbitt, Mary Rose Quinn, and Director Carty will be meeting with Nancy Rea, who has been hired to facilitate the meetings, to plan the work of the Task Force. The Task Force is expected to wrap up its work in March with a report that will be presented to the Commissioners in April.

The comment period for the State Aid Regulatory Review process has been extended until August 19, 2016. The final recommendations for changes to 605 CMR 4.00, Minimum Standards of Free Public Library Service will be presented to the Board for approval at the September Board meeting.

The Reading Public Library will celebrate the opening of its newly expanded and renovated building on Sunday, October 2, 2016 at 1:30 p.m.  The new 39,000 square foot library features expanded community meeting spaces, improved access, updated building systems, and a flexible floor plan adaptable to changes in services and technology.  In addition to state legislators, local officials and library supporters, Keith Fiels, former MBLC Executive Director and now ALA Executive Director, is expected to attend the dedication.  This project was funded with a MPLCP construction grant of $5,105,114.  It qualifies to apply for a Library Green Incentive award of $102,102 - $178,679 upon receiving LEED certification.

The Shrewsbury Public Library is wrapping up its addition/renovation project this month and plans its soft opening on Tuesday, September 6, 2016.  The dedication is scheduled at this time for September 21, 2016.  The date and time of the dedication will be confirmed later in August.

**LEGISLATIVE REPORT**

June 2016 monthly revenues totaled $2.634 billion, which is $23 million or 0.9% less than the Commonwealth collected during June 2015, and $173 million below the monthly benchmark for June. Revenue numbers are also available for the fiscal year ending on June 30, 2016. Preliminary revenue collections for Fiscal Year 2016 totaled $25.267 billion, an increase of $550 million or 2.2% from actual Fiscal Year 2015 revenues, but $484 million below the FY16 tax revenue benchmark. The Revenue Commissioner stated: “Fiscal Year 2016 finished below expectations reflecting the effects of a volatile stock market, resulting in lower-than-anticipated income estimated tax payments and higher-than-expected refunds.”

The House and Senate overrode a number of the Governor’s line item vetoes of the FY 2017 state budget during their final formal sessions for the year.  Among the vetoes successfully overridden during the weekend legislative sessions ending on July 31st were State Aid to Regional Libraries (7000-9401), which funds the Massachusetts Library System and the Library for the Commonwealth, State Aid to Public Libraries (7000-9501), and The Massachusetts Center for the Book (7000-9508).

A total of $416,096 of the $450,009 funds vetoed by the Governor was restored to three MBLC accounts by Legislative override votes in the following amounts:

* State Aid to Regional Libraries 7000-9401 = $113,103 to restore funding to 9,883,482
* State Aid to Public Libraries     7000-9501 = $102,993 to restore funding to $9,000,000
* Massachusetts Center for the Book 7000-9508 = $200,000 to fully restore the line item

Worcester (7000-9402) and Perkins (7000-9406) Talking Book Program vetoes totaling $33,913 were not taken up during the override process; the Governor’s vetoes of those line items were sustained. The reduced appropriation for Worcester is $441,715, $5,000 less than in FY 2016. A cut of $28,800 to Perkins resulted in a $2,487,893 budget for their services in FY 2017.

The Governor did not veto funding to the Massachusetts Board of Library Commissioners line item (7000-9101) or the Technology and Resource Sharing budget (7000-9506). The MBLC heads into FY2017 with a budget deficit as a result of reductions taken in the prior fiscal year and Technology and Resource Sharing is funded at $652,674 less than FY2015 as a result of cuts sustained in the FY 2016 budget.

The Massachusetts Library Association Legislative Committee met on July 15, 2016 to discuss the budget situation related to MBLC budget lines and ongoing planning for the next legislative year, including Legislative Breakfasts and Library Legislative Day. The New England Library Association’s Advocacy Summit took place on July 19, 2016 in Boylston. Speakers included the Director of the New York Library Association and advocacy leaders from the American Library Association. Massachusetts was well represented on a panel discussing advocacy. Panel members included MBLC Board Chair Mary Ann Cluggish and Krista McLeod, MLA Legislative Committee Co-Chair and Nevins Memorial Library Director (Methuen). The discussion was moderated by Susan McAlister, MLA Legislative Committee Co-Chair and Director of the Minuteman Library Network. The MBLC and MLA PR Committees and MLA’s Legislative Committee held a joint meeting in Dudley on July 28. Discussion topics included the message, audience, format and function of the legislative agenda.

The Joint Committee on Tourism, Arts, and Cultural Development will start up their listening tour schedules this fall with hearings in Falmouth beginning on September 9, 2016. The Falmouth event includes a stop at the Falmouth Public Library. A flyer inviting participants to the Falmouth tour will be sent out to Commissioners and the library community. The listening tour is a great opportunity to speak with legislators about statewide library programs and services.

**MARKETING pLAN**

Communications Director Celeste Bruno began her presentation by sharing a Summer Reading success story from a public librarian:

*“It's hard to pick one story since this happens so often! But in September, a mother came to us after the end of the program in order to thank us. Her child was a struggling reader, exiting 2nd grade in June. Our lively Summer Reading Promotion visit to his school, the lure of fun programs and the opportunity to win various incentive prizes motivated him to register for the program (along with his teacher's and mother's encouragement). Given the freedom to read what he chose and the freedom from fear of being tested on reading comprehension, etc., he could truly read for "pleasure". His pleasure grew as he became more and more engaged and entertained by what he read. He read even more and proudly earned prizes ... but an even bigger prize was that his decoding skills and fluency improved with all that practice. He could read more difficult books by the end of the summer and he actually began to love to read! He met the goal of 1000 minutes of reading and became a "finisher". His name was included on a list of finishers that we sent to his school, where finishers were congratulated over the intercom during the Daily School News. His new 3rd grade teacher was impressed and his mother was told that he was now in a higher reading group.*

*The mother came in to thank us for the Summer Reading Program and said that because of it "He turned a corner and everything just clicked". He's quite a confident reader now and a lively contributor to our monthly Literary Lunch series - recommending good books to other kids! He's a great example of how the Summer Reading Program can prevent the documented "Summer Slide" (loss of reading skills). Many children actually improve their skills. And most importantly, with the right book, a love of reading can take root and blossom here.”*

These success stories were shared on the READSinMA.org website which is where parents register children for the summer reading program. The website also includes information on why summer reading is important.   
  
Ms. Bruno explained that for this summer, the goal was to draw attention to the academic benefits of summer reading. For example, kids who read just 4 books over the summer do better on reading comprehension tests in the fall than kids who do not read.   
  
The MBLC turned this statistic into the #WhatsYourFour social media campaign. Ms. Bruno reported that many libraries are participating and showed #WhatsYourFour Facebook posts from State Auditor Suzanne Bump, State Representative James Dwyer and Attorney General Maura Healy.

Ms. Bruno also reviewed the results of the paid advertising the MBLC does for summer reading. The MBLC works with Buyer Advertising on the summer media plan. All advertising is online which is done at a fraction of the cost of more traditional advertising while participation in the program continues to increase. The ads led to the LSTA-funded READSinMA online registration page where residents could find more information about summer reading.

Ms. Bruno stated that the banner ads that were run on Google and Facebook (display ads) were effective. Measurement is determined through click through rates (CTR) and impressions. Impressions are as important as click through rates (CTR) because while the person may have not clicked through to register, the ad serves as a reminder about the library so that there is often a ripple effect. A typical CTR rate is between .02% to .05%. All of MBLC’s ads performed well above this average especially the Facebook ads done in Spanish which had a CTR of 45%.

**REPORT FROM THE MASSACHUSETTS LIBRARY SYSTEM**

MLS Executive Director Gregory Pronevitz reported on the following items:

**Budget Update**

Action by the legislature to override Gubernatorial vetoes resulted in level funding for MLS in FY2017. The risk of 9C reductions remains, in light of administration’s perspective on revenue shortfalls. MLS is holding off on filling a consultant vacancy for now. MLS’s ability to fund statewide databases in FY2018 remains severely limited.

**Personnel**

Amanda Fauver is leaving her Event Coordinator position to attend graduate school this month. She will remain as part-time temporary Project SET Manager to carry through the second round of this successful effort.

MLS received acceptances to job offers to fill four existing vacancies. New employees will be announced once they begin work this and next month:

* Consultant
* BiblioTemps/Accounting Assistant
* Communications/Delivery Coordinator
* Event Coordinator

**Operations**

A new accounting system, QuickBooks Online, was implemented on July 1. Business and HR Director and Staff Accountant are being trained.

The training room at MLS-Northampton is being renovated with anticipated occupancy in September.

**MLS Services**

Commonwealth eBook Collections (CeC) – MLS is working with Baker and Taylor to improve workflow with processing MARC records for eBooks.

Next CeC Steering Committee Meeting will be hosted by Perkins School for the Blind and focus on eBook accessibility on 9/21.

**Continuing Education**

Fall events are being planned and scheduled based on member demand. The following topics will be presented as four-hour sessions, six times around the state. Pairs of sessions will be scheduled-one in the morning, one in the afternoon with time for lunch in between to allow members to register for one or both.

eContent – FY18 – FY22 Statewide databases procurement in progress with MBLC; Legacy WorldCat Licensing pledge process in progress

Summer Library Program – We were pleased to work with MBLC to arrange Boston Bruins library visits.

**Upcoming Events**

8/16 Mass Media Literacy for Librarians-Webinar

9/29 Teen Summit – Beechwood Hotel, Worcester

10/25 New Director Breakfast, MLS-Marlborough

11/7 Annual Meeting (John Palfrey, Keynote)– Holy Cross, Worcester

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| **Strategic Planning Meetings**  The MLS Executive Board will approve the draft plan in August. We will share the plan with members and host eight town hall meetings.  **Town Hall Meetings** [RSVP here](http://www.eventkeeper.com/code/events.cfm?curOrg=MLS&curKey2=Strategic%20Planning&curHelp)  8/17 Pittsfield at 10:30-12:30  8/18 MLS-Northampton 10-12  8/19 Middleton 10-12  8/22 Plymouth 10-12.  8/23 Online Town Hall 10-12  8/26 Boston 10-12 (NE HisGen)  9/7 MLS-Marlborough 4-6  9/12 Online Town Hall 4-6 | 9/12 Staff Town Hall 10-12  11/7 Annual Meeting (endorse plan)  12/2 Implementation Conference (Invitation only: MLS Staff, MLS Board, MLS Committees, ~35 Stakeholders) Keynoter: Miguel Figuroa, ALA’s Center for the Future of Libraries |

**REPORT FROM THE LIBRARY FOR THE COMMONWEALTH**

Anna Fahey-Flynn, Collaborative Services Manager at Boston Public Library, reported

## FY18 LFC Plan of Service

* We are working to explain in detail how new funding would be spent. For example, we are currently exploring different pricing options regarding a statewide newspaper digitization project

## Advocacy Preparation

* We are setting up a meeting with the City of Boston’s Intergovernment Relations department to make sure the BPL is prepared for the year ahead.

## Johnson Building Construction Update

* Connector pathway and elevator between Johnson and McKim buildings is not open yet. We hope to have it open before September 2016.
* We expect the punch list for the renovated spaces to take most of the fall.

**COMMISSIONER ACTIVITIES**

Commissioner Resnick

* July 14, 2016- Summer Reading Kick-Off, Wakefield
* July 25, 2016- Strategic Planning Meeting, MBLC Offices
* July 25, 2016- Executive Committee Meeting, MBLC Offices

Commissioner Ochsenbein

* July 14, 2016- Summer Reading Kick-Off, Wakefield
* July 25, 2016- Strategic Planning Meeting, MBLC Offices
* July 25, 2016- Executive Committee Meeting, MBLC Offices
* July 29, 2016- Boston Bruins Blades Summer Reading Visit, Bolton Public Library

Commissioner Murphy

* July 21, 2016- Boston Bruins Blades Summer Reading Visit, Truro Public Library

Commissioner Kronholm

* Reappointed to the Board on June 9, 2016

**PUBLIC COMMENT**

There was no public comment.

**OLD BUSINESS**

Susan McAlister, Network Administrator, Minuteman Library Network (MLN) informed the Commissioners of the MLN launching of their new mobile app. Forty-three MLN libraries will be available through this app. Patrons can download from Google Play or the App Store.

**ADJOURNMENT**

There being no further business, Vice Chairman Resnick adjourned the August 4, 2016 monthly business meeting of the Board of Library Commissioners at 11:25 A.M.



Roland A. Ochsenbein

Secretary