

PLD Fall Directors' Meeting

Wilsonville Public Library

September 6, 2019

10 a.m.-3 p.m.

OLA Update: Elaine Hirsch, OLA President

- Elaine took over as President Sept. 1. Associate director of Watzek Library at Lewis and Clark College. 21st year at Lewis & Clark. Has been in various roles in different units of OLA over the years.
- Areas of focus for her presidency: Equity, inclusion, and diversity will be a major focus . Putting together an EDI task force that will put together draft plan that will be presented at annual conference in Bend (April 29-May 2, 2020).
- 80th anniversary of OLA's founding. Reviewing strategic plan, which is under leadership of president-elect Kate Lasky, and also reviewing Vision 2030 for the association.
- Reforma National came to Portland in August to consider coming to Portland for its 2021 conference. Thanks to Reforma's Oregon chapter for steering this bid.
- PLA is meeting in Portland in March 2022.

Update from the State Library: Jennifer Patterson, State Librarian

Jennifer submitted a written report, included here.

She talked about her background: Has worked in a variety of types of libraries, mostly in public libraries—15 years in Washington State; Pierce County Library system (in Tacoma area); Seattle Public Library as public services director. Also in Colorado and Los Angeles. Also spent time in special libraries, including law libraries.

Jennifer highlighted:

- Oregon Administrative Rule creating a refined definition of a public library. Public comment period for the proposed rules closes October 17.
- Strategic Plan covering 2020-2023
- Public Library Statistical Report open and due October 1.
- Five open positions on LSTA Advisory Council: 3-year positions with terms beginning January 1, 2020. Nominations due by Sept. 22, 2019.

Advocacy and Fundraising: Merris Sumrall, The Library Foundation, Multnomah County Library

Merris has been in position since 2003, and been through several fundraising campaigns and bond/election campaigns. She offered a lot of tips and guidance for libraries or library systems that have foundations or want to create foundations.

- Has tried to have foundation's work support political work.
- Overall goal is to develop a corpus of money that can produce interest to be used for political work or for long-term projects.
- Do not spend any planned giving gifts the year it is received—it's all invested. Sophisticated organizations set the money aside and use the earnings from the investment. Not funding general operations—instead, message to donors is that money

will be used to help the library expand or create new services—e.g., recent early literacy initiative in MCL. Currently working on program to purchase diverse books that will go out into community through special outreach programs. Support summer-reading program, which involved 110,000 readers last year.

- 1/3 of year spent on rounding up donations and creating partnerships for summer-reading prizes. We look at our work as contributing to greater awareness of what the library does, the services the library offers—cultivating citizens and positioning library for next election cycle.
- Foundation has to be a non-profit set up for political activity.
- Who gives to the library? Not always very wealthy people—often middle-class people who are just very devoted to the library or who have received special support from the library, who have developed a strong relationship with the library. Oftentimes, single people. Individuals decide about their legacy gifts in their late 50s or early 60s.
- MCL runs an annual campaign every year with two major asks: fall and spring. This is separate from bond campaigns, planned giving.
- Attendee mentioned that Oregon Community Foundation can hold funds for small library foundations. Caveat is that you surrender some of your control over your money, and cannot use it for political purposes.
- Have something prominent on your website that says “Support Your Library.”
- Be very intentional about how you select your board members.
- Events are not an efficient way to raise money.
- MCL Foundation is a 501(c)(3)--509a1c: independent of the library. MCL invests with Arnerich Messina, a Portland firm. She recommends Vanguard if you have a small amount of money.

Census 2020: Sarah Bushore, U.S. Census Bureau, and Arlene Weible, State Library of Oregon

- State Library of Oregon is helping coordinate efforts because the 2020 census is going to be almost entirely online, which is going to drive people to public libraries for help.
- Trying to be proactive in partnering with our colleagues at the Census Bureau.
- State and local networks to support the Census, called Complete Count committees.
- Encouraging libraries to reach out to local committees where they exist.
- Mid-March postcards going out and most active period will be mid-March through mid-July (March 12-July 24 are official dates).
- Arlene and Sarah are seeking advisors to help create the best set of tools for libraries. Email them if you are interested sarah.m.bushore@2020census.gov / arlene.weible@state.or.us
- Materials would go out to libraries shortly after the New Year.
- State Library of Oregon and ALA both have very rich websites on the Census.
- Patrons/citizens should be careful not to confuse the Census—which is very simple, about 10 questions—with the American Community Survey, which sends out 40- to 45-question surveys to 250,000 households every month.

Administrative Rules for Official Recognition of Public Libraries: Darci Hanning and Susan Westin, State Library of Oregon

- This new law, created by HB 2243, sets minimum standards for what constitutes a public library. Becomes effective January 1, 2020.
- State Library of Oregon created an advisory committee to create first draft of rules.
- Susan Westin gave an overview of the rules as they exist now.
- Public comment period now open, until October 17, 2019. Library staff and personnel are encouraged to offer comment. The portal for comments is here:
<https://www.oregon.gov/Library/operations/Pages/rules-Comment.aspx>
- On Oct. 17, the rules will go to the State Library Board. May be approved in October or later in year, but finalized by January 1, 2020.
- Buzzy Nielsen mentioned that if you have positive comments, please submit those, too, because legislators may ask to see all the comments on a piece of legislation/rulemaking.

Go Kids Initiative: Kirsten Brodbeck-Kenney, Driftwood Public Library

- Kirsten offered information about an Oregon Community Foundation report, Toward a Thriving Future: Closing the Opportunity Gap for Oregon Kids.
- “Low-income children in most Oregon counties have a greater than 50% chance of growing up to be low-income adults.” Costs of living have gone up while wages have remained stagnant. Only 1 in 3 low-income children in Oregon is likely to attend preschool.
- Out of report is coming Go Kids Initiative, specifically looking at educational and arts-related opportunities. Steering committees looking at ways to implement three main goals: 1) all kids ready for kindergarten; 2) all kids reading proficiently by 3rd grade; 3) kids prepared for education and career. If you are interested in joining a steering committee, email Carly Brown at Oregon Community Foundation; cbrown@oregoncf.org.
- Kirsten’s library partners with local organization, Parents as Teachers, and local community-health department, to promote early literacy through storytimes. Libraries have the capacity to bring together some of these disparate organizations or efforts and synthesize them into more coordinate efforts. Small projects like college-application assistance and resume assistance help older community members.
- Go Kids rollout is currently slated for sometime in 2020, possibly later.

Open Discussion

Open forum for directors to ask for input or assistance with a challenge or problem, or to share a successful program/policy.

1. City government in one city is asking library and police to pay an administrative fee to cover public services used by library and police. With new levy coming up next year, should the new language include the administrative fees more specifically. Buzzy

mentioned that it is a best practice to have cities charge their departments for shared services.

2. Dolly Parton Imagination Library failed to get necessary legislative support in first attempt to go statewide, but likely will be proposed again in next full legislative session.
3. Next Portland-area coffee connection at 8 a.m. Oct 4 at Arbor Lodge Coffee House.
4. Rosalyn McGarva and Mo Cole announced that this was their last directors' meeting.
5. If your library has a local levy that will affect your operations, please let the legislative committee know—email Buzzy Nielsen, ldlcchair@olaweb.org
6. HR Answers and Ask-a-Manager are good resources for dealing with staff problems or challenges.
7. Recommended mediator for difficult or stuck personnel relationships: Judy Clark judy@team-hr.com

Meeting adjourned at 2:45 p.m.



State Librarian Report

Public Library Directors Meeting – September 6, 2019

Oregon Administrative Rules for HB 2243

The comment period is now open for the draft Oregon Administrative Rules regarding the minimum conditions for public libraries (HB2243). During the 2019 legislative session, OLA Legislative Committee and Amanda Dalton, OLA Lobbyist, worked with legislators to establish minimum conditions that a public library must meet to be officially recognized by the State Library as a public library. After passage of HB2243, the State Library in collaboration with the Administrative Rules Advisory Committee drafted the rules with specific minimum conditions and the process to support the legislation.

To view and comment on the draft administrative rules, please go to <http://www.oregon.gov/Library/operations/Pages/rules-Comment.aspx>

<https://www.oregon.gov/Library/operations/Pages/rules-Comment.aspx>

The State Library will be hosting webinars on Monday, September 23, 2019 at 3:00 p.m. and Thursday, September 26, 2019 at 11:00 a.m. to answer questions and receive comments.

The comment period is open through October 17, 2019 at 5:00 p.m. Please contact Jennifer Patterson, State Librarian, with any questions.

Strategic Plan 2020-2023

The State Library is embarking on a strategic planning process this fall, with a timeline of completing the 2020 – 2023 strategic plan by March of 2020. A project team has been established, and planning work is beginning in September. Plans for stakeholder engagement will be developed and public library directors will have opportunities to contribute to this process.

Public Library Statistical Report

The annual public library statistical report survey is now open. Reports are due by October 1.

Detailed instructions for completing the report are available at:

<https://libguides.osl.state.or.us/publiclibrarystats>



LSTA Advisory Council

The State Library of Oregon is looking to fill five upcoming open seats on our volunteer Library Services and Technology Act (LSTA) Advisory Council. Council positions are for 3 years, from January 1, 2020 through December 31, 2022. These positions will play an important role down the road in the evaluation of Oregon's current LSTA 5-Year Plan (2018-2022), as well as helping to shape our LSTA Program now and in the future.

Please use this form to nominate yourself or a colleague by Sunday, September 22, 2019:

<https://www.surveymonkey.com/r/2020LSTACouncilNominations>

We are looking to fill these specific upcoming seats:

- Public Libraries Representative (1 position)
- Academic Libraries Representative (1 position)
- Representative serving Underserved & Under-represented Persons (1 position)
- Information Technology Representative (1 position)
- Library Users Representative (1 position)*

*Please consider asking a library patron, board member, member of your library's Friends group, or anyone who cares about library service in your community to consider this position.

Major responsibilities:

The Council reviews project proposals and reports (including our annual LSTA Competitive Grants), makes recommendations to the Board, and advises the Board about any opportunities or issues concerning Oregon's LSTA program.

Advisory Council structure:

The LSTA Advisory Council consists of thirteen members and is broadly representative of library entities in Oregon, including public, school, academic, and special libraries, as well as library users. Special consideration is given to ensure that the following are represented: geographic areas of the state, underserved areas, and underrepresented persons.

The State Library Board will appoint new LSTA Advisory Council members this October, and new members' terms will begin January 1, 2020. Please call or email Ross Fuqua, Data & Federal Programs Consultant, Library Support & Development Services with any questions or for more information: ross.fuqua@state.or.us or 503-378-5027.