

PLD Meeting
November 20, 2015
Woodburn Public Library, 10:30-2:30

Present: Kevin Barclay, Mo Cole, Lorie Vik, Karen Muller, Kirsten Brodbeck-Kenney, Jane Tucker

Absent: Hillary Ostlund, Krist Obrist

Minutes

Mo moved to approve the minutes from the Sept. 18 meeting. Jane seconded. Motion passed.

OLA Conference

Kevin reported on PLD related conference sessions that have been approved. Due to the number of submissions, some were combined. Anythink and Project Management pre-conferences were approved. Kevin will request that Anythink be scheduled in the afternoon.

What is our plan to market Anythink and the banquet? Kevin will see what Anythink has that we can use. Kevin will ask his staff for help marketing the banquet.

Food for banquet – waiting to hear back from committee about vegetarian options.

Directors Meeting and Workshop Review

We received positive survey responses. Registration and communications for the workshop were challenging with a lot of people substituting for others. Maybe next year just take the number of people per library instead of names. The workshop was free to participants, and we should consider charging in the future. It was expensive but worth using reserves.

Saturday workshop ideas for next year:

Mo reviewed the suggestions from the survey: more fundraising, early literacy, strategic planning, reaching underserved populations, creating a technology plan, hiring/firing, security. (Security would be better for OLA to get more front-line staff.)

What topics are good for boards and foundations? Strategic planning is one. Jane recommends consultant Eric Jensen who spoke at the League of Oregon Cities conference. Eric speaks to vision vs. strategic plan. Mo worked with someone from West Linn who has a quick and dirty strategic plan. That would be another approach. We contacted the folks that do Planning for Results but never heard back. That one is very industry specific. It's hard to do strategic planning in only one day. Eric doesn't give you a planning process; he gives an overview of what is involved and important. The Harwood Institute does community assessment and that's a key for strategic planning. That's coming up on January 22 in Bend. It's a train the trainer program and those who attend could perhaps do a workshop. It's also a pre-conference at PLA. Perhaps a good approach for a workshop would be two half-days: community assessment and overview of planning. Before the assessment you have to know how to ask questions, etc. Wayne Wiegand wrote *Part of our Lives*, a history of public libraries from the perspective of users. Would he be a possible speaker? Well, he lives in Florida. It could be a good book to read as a management team. Jane will contact Eric Jensen

and we'll go from there.

Directors Meeting

Also got good feedback. Maybe have a timer on the screen or something similar to keep the sharing comments more concise.

Can we incorporate the annual director's meeting with a general membership meeting?

We'll have the meeting this April at OLA but not at the usual time to see if we can get more attendance. We'll see how this works and perhaps compare it to a meeting before the directors meeting.

Directors Meeting 2016 – We may or may not have a workshop following it the next day. We are looking at Hillsboro on Sept 23-24. (Sept 30-Oct 1 conflicts with League of Oregon Cities annual conference.)

SWAT

The easiest way to start would be a vision for what things look like when you walk in the library (displays/wayfinding). One problem was it got complex with the NJ model, but if we just did wayfinding that would be easier using a letter of agreement and not a full MOU. It's really just a recommendation.

We've discussed SWAT in relation to our standards (e.g., the year of technology using EDGE, the year of collection development, etc.). We'd like to see SWAT evolve in this direction. It goes with the development piece of the division's purpose. SWAT is designed for PLD members, especially those who can't make it to a conference.

How should we proceed? Recruitment? You need two or three members of the team and others who can be tapped into when needed. Team members could be matched up with locations based on geography. We'll put out one announcement soliciting both those who want a visit and those who want to be on the team making recommendations. We will select team members based on their skills, experience, and availability of time to commit. Karen will touch base with Eva since she was spearheading this before. Directors could recommend staff with specific skills that lend well to wayfinding. Brenda Katz offered to work with the team pro-bono. Pam still wants to be part of it. Some people from PLD should be on it. Could Brenda do a train the trainer for the SWAT team? Karen will contact Brenda.

By-laws Issues

Annual meeting – We will assess this year and evaluate new meeting options. No proposed change to by-laws at this time.

Board elections have been competitive so we want to be sure that those that do come on board are able to commit. Next year we will outline expectations in the nomination solicitation (meeting attendance, director's meeting, OLA attendance, committee work, list the kind of work we do, expected hours per month commitment, etc.). We need to be more proactive and helpful to those running. Kevin will talk to Buzzy to see if there is language about attendance.

Standards

Lorie will reorganize the PLD site by creating a page for standards. She'll put relevant links on the page instead of listing all of the links in the left-hand column.

Karen will email the most recent iteration to the group. Lorie, Kirsten and Hillary will look at the standards with fresh eyes for formatting, consistency and parallel language. We'll do a brief review before OLA.

Clearinghouse

There was a suggestion to add MOUs and RFPs. Is there a better place for it than Google Drive? Memberclicks is too clunky. Lorie will see if the generic email address we have for Google Drive can be forwarded to another email account. When the clearinghouse starts to get populated with documents, we'll link to it from the PLD site and include the email for submitting documents. We could try to recruit someone from PLD membership who wants to manage it.

PLD Logo

We looked at examples that Gina from Oregon City drafted for us. What do we want to convey? Book? Building? Contemporary look? Traditional look? Consensus is we like the top one but would like Gina to rework it.

Meetings

January meeting rescheduled for Jan 29 (too many conflicts on Jan 22). It's a virtual meeting.

Assignments

Jane

- Contact Eric Jensen to get his pricing and availability for Sept 24. Could he be library specific?

Karen

- Book Hillsboro for Sept 23-24, 2016.
- Talk to Eva and Brenda about SWAT.
- Email most recent version of standards to the group.

Kevin

- Let OLA know we don't want a conference room but will be at an alternate location for business meeting.
- Look in to alternate option for business meeting at OLA, perhaps a hotel room or off-site bar/restaurant?
- SWAT – Send solicitation to Director's list asking for interest: who wants help, who wants to be on the team. He'll include a questionnaire for those wanting to be on the team in order to make the best matches by location and skills.
- Talk to Buzzy about language for by-laws about attendance.
- Set up GoToMeeting for January 29.

Lorie

- Review standards for editing, formatting, parallel language before the next meeting
- Redo standards links on the website (one page with all standards related links on it)
- Upload standards scoring sheet
- Figure out if we can forward the Gmail address to a personal address for submittal of standards, etc. If so, add that to the website.
- Add a link to clearinghouse from the website when it's ready.

Hillary

- Review standards for editing, formatting, parallel language before the next meeting.

Kirsten

- Review standards for editing, formatting, parallel language before the next meeting.

Mo

- Remind Vailey that she's speaking at the PLD banquet at OLA on Wed. evening.
- Ask Gina to rework logo.