

**PLD Meeting  
May 20, 2016  
Driftwood Public Library, 10:00-1:30**

Present: Kevin Barclay, Mo Cole, Lorie Vik, Hillary Ostlund, Krist Obrist, Karen Muller, Kirsten Brodbeck-Kenney  
Absent: Jane Tucker

**Minutes**

Kevin moved to approve the minutes of the Mar.18 executive board meeting and the Apr. 21 business meeting. Lorie seconded. Motion passed.

**Financials**

We have approximately \$5,000 after paying for OLA conference expenses (Anythink pre-conference and PLD speaker expenses). We don't yet know the financial result of the dinner.

**OLA Conference Review**

Overall sessions were good. The Anythink pre-conference was great but next time consider scheduling in the afternoon so more people could attend. On the other hand, it worked well preceding the project management session. In the future we should promote it as a package and we can all be more strategic about promoting it to certain staff.

What about the new set up of not having divisions sponsor sessions? Was it balanced? Was there enough variety for public library interests? We can ask Liisa how it went from the conference committee perspective. There were many more proposals than slots, so the committee had to make selections. In the past, the committee used to tell divisions what they were sponsoring and the decision-making chain was not clear.

Business meeting – It worked well to have it off-site.

Dinner – The OLE award has been great the last couple of years. It's important to create opportunities to promote the library in the community. Buffet vs. plated? Good comments about the buffet, the food and the flexibility with dietary restrictions.

Dinner keynote - Discussion about the benefits of having community conversations bringing people of all walks life together. With future speakers, we could ask the PLD membership what they'd like to hear about and either ask the speaker to address a certain issue or get a speaker who can speak to certain issues.

**PLD Elections**

We have two at-large positions, secretary and vice chair/chair-elect. We discussed changing the secretary position to a two-year position for better continuity.

We want to be clear in the call for nominations what we are recruiting for, the estimated

time commitment, and the project list. We want to set the expectation that you will be assigned to a specific responsibility at some point. To attract nominees from eastern or southern Oregon, we will state that virtual attendance and board meetings via GoToMeeting is an option. We discussed who we might want to reach out to specifically to recruit.

Timing and logistics of nominations: Kevin will draft a call for nominations and send to the Executive Committee for feedback. The call for nominations will go out to Libs-Or and the PLD membership list on June 6. In an effort to sync with voting on bylaws, nominations will be open for two weeks. Ballots will be distributed via email on June 20 with a deadline of July 11.

### **New Year Strategic Plan**

The idea of Project Outcome (PO) is great but we need to digest it a bit more. Part of it is just having on our state statistics these different tabs that are PO and Edge so when we capture the data so we can see how we are doing compared to other libraries our size. The earlier version/example was the Impact Survey. Boards like to know how their library compares to others.

There have been several initiatives out there (Aspen, Harwood, Edge, PO, etc.) -- how do they or can they tie together? SWAT was discussed as the tie-in. SWAT would be driven by the measurement tools (standards, Edge, PO). Bottom line: how can we support libraries that are scoring low on the standards/initiatives? Sounds like a 5-year plan. We can use built-in tools like PO and Edge for that. It seems multi-faceted and phased.

It takes someone to go through standards and see where they tie-in to Edge and the state standards. We could create a sub-committee to look at that closely. What is the incentive that can come from the state, like an Oregon version of the star library award? On the other side of the gold sticker we identify those who are struggling and do a barn-raising via SWAT. SWAT would be like a grant process where you demonstrate need (e.g., via Edge, standards, and PO). This would also help libraries prioritize their needs. We need to start with the state library and talk with MaryKay. That's the foundational work we do first.

### **Project Planning**

#### **Expected results**

- Identify and recognize libraries that are being successful.
- Identify and support libraries that are underachieving/struggling by using statistics and other measurements/tools.

#### **Action Plan**

1. We as a group need to look at PO and Edge and have a better understanding of this as a tool (e.g., take the webinar).
2. Get together with the state library.

## **Bylaws**

We reviewed the bylaws and came up with some formatting and wording changes in addition to some procedure changes. Lorie will edit the current bylaws with the proposed changes and send them to the Executive Committee for review. Kevin will ask Buzzy to review them as well. We will send the proposed changes to the PLD membership for review/discussion two weeks before sending out a ballot to vote on them. We'll use the same timeline as the election.

As required by the bylaws, we contacted five PLD members who accepted the proposed changes: Stephanie Lind, Dan White, Matt Baiocchi, Ken Hobbes, and Mo Cole.

Motion: Karen moved to make proposed changes to the bylaws and to send them to the membership at large. Kirsten seconded. Motion passed.

We discussed the importance of reviewing the bylaws annually at the first meeting of the new Executive Committee. Committee members should also be familiar with the standards.

## **Training**

We discussed options for a training after the directors meeting. A collection development summit was one idea inspired by an article about what Sari Feldman did at her library to think differently about collections. How could we think more globally about who is collecting what and how people use statistics? Collections are changing. What is success? We could follow the unconference format, do a call for topics, and have people sign up for breakout sessions. Another topic is the digital world and monthly subscription services. Where do libraries fit in the picture? We discussed the desire to have a statewide summit imagining our role as the library of the future and not just talking to libraries. What about bringing more non-library professionals to our conferences? A lot of divisions have their own programs outside of OLA. Maybe start by focusing pre-conferences on non-library people. Then move toward a weekend conference where you have time to think. Consider filming it to increase visibility.

Hillary went to a creative thinking conference (Planningness). We could facilitate something like that about any topic and have a conversation about how we can be creative within constraints.

## **Other business**

OLA meeting on June 3 – who can go for Kevin? Mo may be able to attend off and on virtually.

## **Action Items**

### **Kevin**

- Speak to Liisa about conference survey results.
- Draft statement for nominations that is encouraging yet realistic about expectations. Ask candidates to write a bio and how you can support our initiatives for the year.

- Draft project form first steps (goal and expected results) and send to Executive Committee.
- Get membership list from Shirley so we can send members the proposed changes to the bylaws
- Send bylaws to Buzzy for his review before we send them to the membership
- Send call for nominations email on June 6, vote (June 20-July 11)
- Send bylaws changes review June 6, vote (June 20-July 11)

### **Lorie**

- Update web page with term (add years) and reverse positions 1-2 and 3-4 with term year in parenthesis.
- Action form or project plan for clearinghouse
- Revise bylaws and send to Executive Committee

### **Hillary**

- Bring a PLD certificate for Carol to the next meeting.
- Forward call for nominations to Tammy Westergard.
- Send link to keynote from conference she went to (about being creative in an environment with constraints).