

PLD Meeting
Sept 2, 2016
Oregon City, 10:30-2:30

Present: Kevin Barclay, Mo Cole, Lorie Vik, Hillary Ostlund, Kate Lasky, Karen Muller, Susan Bloom, MaryKay Dahlgreen, Kirsten Brodbeck-Kenney, Jerianne Thompson

Minutes

Hillary moved to approve the minutes of the May 20, 2016 meeting. Susan seconded. Motion passed.

Update from OLA Retreat

Kevin and Karen went to the retreat and spent time talking about the OLA strategic plan. Everyone impressed with the work of the OLA Executive Committee. Karen will share documents with us.

Directors' Meeting

Meeting is on Sept. 23 at Hillsboro Library. We won't be doing the second day of training. We'll send a call for agenda items to the directors' email list.

We had previously talked about doing Project Outcome (PO) regional training the following day. We now discussed that for an OLA pre-conference instead. It's \$7,500 which includes everything and is limited to 60 participants. At the Directors' Meeting, we'll show the video and gauge interest by asking the following questions:

- Would you be interested in training? You or staff?
- Do you prefer training as an OLA pre-conference or outside OLA?
- Would you like to hear from libraries who have successfully used it?
- How much would you pay for it? Would you use professional development funds?
- Do you realize this will help you meet the PLD Standards?

Other ideas for agenda items (will fine tune agenda over email next week):

- PLD update (Karen)
- OLA update (Elsa)
- State Library update (MaryKay)
- Intellectual freedom discussion about how to best respond to issues (e.g., Shakespeare bookstore in Ashland). Libraries have an opportunity to inform. Kristen will bring this up at the IF meeting next week.
- Leadership development roundtable (Stephanie Lind and Jane Corry)?
- Reforma and Libros of Oregon (Martin)?
- Project Outcome – are any of the current directors proactive about that (Abigail)?

Food – Karen will call Mimi (caterer). Kevin will talk to Shirley about getting a form so people can RSVP and pay online. This year we'll charge \$20 (includes coffee/snacks). Lorie will take money at the event. Hillsboro will provide paper receipt book. Hillary will arrange coffee and donuts.

MaryKay

MaryKay attended the meeting to explain the focus of the State Library and how they can best align with us. She gave a list of reasons why they would like representation on the PLD Executive Board – officially or unofficially. Agreement all around that this would be great.

****Kirsten moved to have a representative from the State Library at PLD Executive Committee meetings. Jerianne seconded. Motion passed.****

The State Library is committed to help public libraries meet the Essential and Enhanced levels of the Standards and will develop a performance measure to help us assess our progress in assisting libraries to meet the Standards.

The State Library has concluded they don't have the capacity for taking on Project Outcome although they recognize its value. They like the PLD Standards and the opportunity to incorporate Project Outcome for key performance measures.

We had a general discussion about Project Outcome and how/why it is valuable. For example, it can be woven into LSTA and Ready to Read. It's a way to provide an outcome based evaluation tool for libraries. Without reinventing the wheel, you can use their assessment surveys and tools which is especially good if you have limited capacity.

We will form a Standards Task Force to make them a more effective assessment tool.

OLA Conference

Conference program proposals - Call for proposals just went out and they are due at the end of September. We discussed potential proposals to submit:

- Hiring and recruitment - what are we looking for in employees, creative decision making, how to attract candidates to your library, especially middle managers (Hillary)
- Working with interns (Hillary)
- Beyond the interview – who do you include outside the library?
- So you want to be a manager? – what you don't learn in library school that's relevant to managing (Karen, Jerianne, Susan)

Karen will represent PLD on the conference programming committee.

PLD Dinner - We brainstormed ideas for possible keynotes. There was interest in going outside the library world for inspiration and also a desire to be entertained with something that sparks ideas and thinking. Ideas included the importance of marketing and branding, designers who are rethinking systems, and mini-TED talks. We decided to pursue four mini-TED talks that would entertain, teach and inspire. Kate and Hillary will work on the application process for potential speakers.

Other ideas may be considered for pre-conferences if we don't do Project Outcome training. Karen and Kevin will work on something related to design thinking. Another idea is to have someone from Oregon Humanities talk about facilitating community conversations.

Food - Kirsten will be the food liaison.

Business meeting – Karen will let the conference committee know we'll be having our meeting offsite.

Project Outcome Regional Training

We debated the pros and cons of having the Project Outcome training in conjunction with the OLA conference or as a separate training. We discussed ideas of how to fund it (e.g., grant, seeking sponsorship from other divisions). Training is one need, another is to hear from libraries that are using the tools. Susan will take on finding out who has used Project Outcome and their success stories.

Priorities for the Year

Standards – Mo will lead a task force to refine the Standards and will recruit Ted Smith to help her. The task force will look at ways to incorporate the Standards into the state report. The State Library can gather more data than what IMLS requires. In November, Mo and Ted will start by defining terms in the standards. Kevin will re-invite everyone from the original task force.

Project Outcome – We'll work on planning details after gathering input from directors.

SWAT - Secondary after we get Standards refined and Project Outcome going. SWAT is putting the cart before the horse.

Clearinghouse – We discussed the goal: is it a general repository or one where we are vetting documents for quality? We liked the idea of having a best practices example but keeping it open at first. Discussion also included the need for a repository that will allow for continuity as board members change. We can consider creating a team from PLD membership to help. Susan will take this on and start by working up a statement about what the project is.

OLE award – Kevin will take on the renaming committee. Ideas were to hold a contest among members and offer a prize to the winner.

Reaching out to the membership

Karen proposed meeting in different parts of the state and inviting anyone to attend. We liked the idea of planning after-meeting network time.

Karen will send an email to the PLD membership: thank them for joining, welcome them to the new year, introduce the board, and list our priorities for the year. Lorie will update the website and let Karen know. Mo will forward the Chair timeline/checklist to Karen.

Another way to engage membership would be by creating standing committees (e.g., awards, PLD dinner, etc.).

Setting meeting dates and places

November 18 – Eugene (invite Ted)

January 27 – Virtual

February 24 – Salem (if needed)

March 24 - Tualatin

April 19-22 – OLA (Salem)

May 19 – Medford

July 28 - Bend

Financials

Karen distributed financial reports. We have \$3,500 after spending \$10,000 last year on the Directors' Meeting training and bringing Anythink to OLA.

To Do

Karen

- Share OLA strategic plan documents with group
- Directors' Meeting - Draft meeting reminder and call for agenda items and ask MK to post to listserv
- Directors' Meeting - Contact Stephanie or Jane to speak about the leadership development roundtable
- Directors' Meeting - Ask Martin to talk about Reforma and Libros of Oregon
- Directors' Meeting - Ask Elsa about presenting an OLA update
- Directors' Meeting – Contact caterer from last year for availability and costs
- Draft conference proposal for “So you want to be a manager?” (with Jerianne and Susan)
- Let OLA conference committee know we'll be holding our business meeting off-site
- Send welcome email to PLD membership

Lorie

- Book meeting room for Nov 18
- Send by-laws and nominations timeline to Karen
- Directors' Meeting - Prepare list of who has paid for lunch and who has not
- Update website

Hillary

- Directors' Meeting - Arrange for coffee and donuts
- Draft conference proposal for hiring and recruitment

- Draft conference proposal for working with interns
- Work on mini-TED talk application for OLA dinner keynote (with Kate)

Kevin

- Directors' Meeting – Arrange with Shirley to set up a form so people can RSVP and pay online
- Get information from design conference for possible OLA program or pre-conference
- Invite members of the original Standards task force to the new task force
- Head up OLE award renaming committee (November)

Kirsten

- Ask IF committee about leading a discussion at the Directors' Meeting

Jerianne

- Ask Abigail if she or others have been proactive about Project Outcome (to speak to this at the directors meeting.)
- Draft conference proposal for “So you want to be a manager?” (with Karen and Susan)

Susan

- Look into who has used Project Outcome and their success stories
- Draft conference proposal for “So you want to be a manager?” (with Jerianne and Karen)
- Draft a statement about the Clearinghouse: goals, procedures

Kate

- Work on mini-TED talk application for OLA dinner keynote (with Hillary)

Mo

- Send Chair timeline/checklist to Karen
- Head up Standards task force with Ted (November)
- Invite Ted to November meeting in Eugene