

**Public Library Division
Directors Meeting
September 23, 2016**

**Hillsboro Public Library
9:00-2:30**

Introductions

Update from OLA President, Elsa Loftis

- OLA recently passed its strategic plan. They used focus groups, surveys and a consulting group to craft the plan. An overhaul of the OLA website is a priority.
- The leadership development scholarship was recently announced. Applications will be accepted on a scheduled basis throughout the year.
- OLA conference – Will be in Salem. Adding a Saturday to make it more accessible to OASL members, including an author event on Friday night and workshops at Salem Public Library on Saturday.

Update from State Librarian, MaryKay Dahlgreen

- Working on the 2012-2017 5-year plan with help from a consulting firm to evaluate how things went. They'll solicit feedback from libraries. For the new 5-year plan they need to figure out how the state wants to spend LSTA money. Over the last many years they have focused on being as broad as possible.
- At the end of August the agency budget request was submitted. There are several big unknowns at the moment such as Measure 97. Have requested funds to increase Ready to Read programming to age 0-17. Requested two entry level management positions.
- The State Library board increased from 7 to 9 members with specific categories of members.
- RIPL (Research in Public Libraries) and Edge going well. Thanks to those participating.
- Summer Learning initiative – working with legislators.
- PLD Standards are rising to a high level with the state. They want to put the Standards into key performance measures that are reported to the legislature to demonstrate our progress and put us in a position to promote high quality library service.
- MaryKay will visit China next month representing Oregon libraries on the Horner Exchange.

Update from PLD, Karen Muller

- Standards – Mo Cole and Ted Smith will work on a task force to align the standards with the State Library report. We'll define the measurements more accurately so it's clear when a library has met a standard and possible to compare one library to another. A state library staff member will start attending PLD board meetings. This is our #1 priority.
- SWAT – We are still committed to making this work. Idea is that libraries can apply for a team of experts to come in and help them with a local problem. We are working on the logistics but SWAT is a secondary priority.
- Clearinghouse – Policies, procedures, MOUs and contracts. We want to create a space where we gather info and make it accessible to all. Susan Bloom will work on

curating it so we have best practice examples.

- Project Outcome – We're considering offering a regional training.
- PLD meetings – Board meetings are scheduled around the state in order to encourage all PLD members to attend and get involved. Next meeting in Eugene on Nov 18. Discussion about how often and where PLD should meet with positive feedback for going farther south and east. Directors also expressed a desire to meet more than once a year, so another meeting was scheduled for Feb 28, 2017 in Salem.

REFORMA, Martin Blasco

- REFORMA is Library Information and Services to Latinos and the Spanish speaking. In Oregon we have 12% (nearly 500,000) Latinos and 70% of them speak Spanish at home. Only 1.5% of books published in this country feature Latinos. More diversity in books in general is needed and being promoted.
- REFORMA Oregon is now a roundtable of OLA. With CSD they coordinate the mock Pura Belpré awards annually in December.
- Identified areas of importance - early literacy, ESL, language specific collections, GED classes, computer classes, storytimes, and citizenship classes. The key to success is to know the community and partner with local organizations.
- For more information go to <http://reformaoregon.weebly.com> or their [Facebook page](#).

Libros of Oregon, Deborah Gitlitz

- Deborah Gitlitz, Outreach Librarian at Wilsonville, talked about an LSTA grant to get more Spanish language books in libraries through consolidated purchasing at the book fair (FIL) in Guadalajara, Mexico. Two librarians will travel to FIL and purchase on behalf of a group of selected libraries that contribute funds. The grant also covers helping libraries implement outreach plans for working with their communities and compiling a "best of" list noting books available through U.S. vendors.

Project Outcome, Jerianne Thompson

- Overview - Jerianne discussed what Project Outcome is and what it covers. The website offers articles, tips, best practices and surveys for measuring outcomes. The best way to use it is to combine it with output statistics you already count. PLA's Vimeo account has all of the videos to help. What do you do with results? Use them as a tool to improve your programming (e.g., found out class participants wanted high level classes).
- Training options – Directors expressed interest in a training and pairing it with a directors' meeting. For the foreseeable future, Project Outcome is free but we need to think in terms of them starting to charge. If we invest in this now, do we have a plan to pay for it later?
- The bottom line -- one story goes a lot farther than a chart of data.

Intellectual Freedom and Library Responses, Kirsten Brodbeck-Kenney

- The Intellectual Freedom committee is looking at studying the benefits and problems of after-hours Wi-Fi service with a survey to come. Group discussion about the need for leadership (guidelines or recommendations) on how a community can work together to get the whole community on Wi-Fi and how to keep it on responsibly (e.g., preventing people from pirating tons of material at night). Lack of community-wide access is the actual problem.

- The committee is submitting a few program proposals for OLA including policy writing and challenges to graphic novels.
- The group expressed a desire for training resources at a broad level about what intellectual freedom is, especially to use with new staff in order to give them the right talking points and understanding of the philosophy.
- Open discussion about the intellectual freedom issues and concerns.
 - Challenged materials
 - City of Prineville is passing an exclusion ordinance
 - Pushback from the public about the Jehovah Witnesses at the library
 - Someone is sneaking into libraries and putting lots of religious pamphlets in the books.
 - Stolen materials (e.g., Wicca books)
 - Challenge in favor of filtering Internet computers
 - Controversy over book display in Ashland – This generated much discussion. It was a bit awkward for the library community because it was two private entities interacting with each other.
 - How do we balance intellectual freedom needs with the needs of the people in the community (e.g., Black Lives Matter display, Guns in America display, bulletin board space)?
 - How does the library constitute an open forum and how does it not? What about spaces like Facebook or green spaces and parks?

Info Share Highlights

Programs

- Tai Chi
- Mystery book group
- OBON Society Exhibit of Japanese flags
- Story walks
- Adult coloring
- Oregon beer librarian
- “Escape” rooms (solve puzzles in a timed event)

Technology

- CCRLS working with Zepheira (linked data)
- Lots of RFID implementation happening
- 100% online tracking for summer reading (McMinnville)

Partnerships

- UO architecture student looking at library (Cottage Grove)
- Working with schools to combine after school activities for kids with classes for parents (Tualatin)
- Partnering with Early Learning Hub and LSTA grant (WCCLS)

Services

- Welcome baby box
- WCCLS 40th anniversary passport and special edition library card

Karen will send call for topics for the next directors' meeting.

Meeting adjourned at 2:30.