

**PLD Fall Directors' Meeting  
Deschutes Public Library  
Friday, September 21, 2018  
9:00 – 3:00**

**Update from State Librarian – Caren Agata, Interim State Librarian**

- New webpage up and running.
- New budget submitted, received feedback and working through budget process.
- Renovation project on hold.
- Successful at rehiring all open positions except for one.
- Switching over to DAS for maintaining email lists. Gives time for reference librarians to do reference and research.
- Library Support – 2018 grants in hands of applicant libraries.
- Public Library Stats due October 1<sup>st</sup>.
- Completed 2017 grant for refreshing youth collections. 117 participating libraries.
- In process of getting new grant management software system. Hopefully up and running by January 2019.

**From Ann Malkin (Chair of State Library Board) – State Librarian Recruitment**

- Update from Governor's Office. Appreciate OLA's support, participation and professional expertise.
- Plan now is to use an executive recruiter who specializes in library recruitment.
- Thank you to Buzzy Nielsen for all his help and Caren Agata for providing great leadership. Oregon library community has stepped up in so many ways.
- Hope to have recruitment in place in next month or so. Asking for directors' help in recruiting.
- MaryKay Dahlgreen added that the work Ann and Buzzy are doing with the Governor's Office is making a huge impact. We are moving forward in a good way.

**OLA Update – Esther Moberg, OLA President**

- In August, OLA held their board retreat with outgoing and incoming chairs. Went through strategic plan and goals for the next year.
- Looking at core values for OLA with a committee. Let Esther know if you want to be on committee.
- Evaluating OLA website and NW Central, including a clearinghouse.
- Usability study on OLA website.
- Shirley Roberts (OLA Association Manager) will be working with all divisions on fundraising.
- Putting together a task force for visioning 2030.
- Support Staff – want to feel more support from OLA, but also directors. OLA is making a call for training and staff support for staff at all libraries. Buzzy for would love to have more support staff in open OLA positions, as well as on the board.

- OLA & WLA joint conference April 17-20 in Vancouver, WA. Conference proposals are open. Jerianne added if you have any proposals having to do with public libraries, please contact PLD so we can facilitate having WLA involvement to get sessions approved.
- Law libraries support – Multnomah Law Library is closing, but we are working to make sure others don't lose support across the state.
- Support Letter – OLA signing a joint letter with ODLC regarding Tor embargo on library eBooks.

### **Public Library Standards – Karen Muller, PLD Standards Committee**

- Thank you to everyone who has provided input.
- Small group got together in 2017 and worked on changes.
- Hired Teresa Stover, a technical writer to help with revisions.
- PLD approached OLA and asked for a permanent subcommittee to work on the Standards to review each year. Up to them to decide how many to look at each year.
- The Standards are living document.
- Biggest change – created minimum standards. An establishment level for libraries to be recognized as a library in the State of Oregon.
- New definition going to the state legislature.
- The Standards are not meant to be punitive. They are meant as something for libraries to work on with support from the State Library. Also extends to essential requirements.
- State Library is asking public libraries to fill out a survey on previous standards at the enhanced level.
- This is what we want to start with. Doesn't mean this is what will be in the administrative rules. State Library will track how libraries do on essential and enhanced.
- This is a tool for libraries as well to use for advocating for more funding.
- How do we define when we meet the Standards?
  - Standard Committee proposal: If you can meet 80% of attributes being answered yes under essential and enhanced. For minimum it has to be 100% to receive Ready to Read funding.
  - Purpose of Standards is for libraries to work with their communities and decide what level is right for them.
  - Purpose is to raise professional level of libraries in Oregon. This is a tool to help libraries improve.
  - Libraries have used these to advocate for fundraising (good library to great library).
  - Needs to be an iterative process. Start with minimum and then move on to essential and enhanced.
  - Document will be put to a vote through PLD. Not looking for major revisions. Those will go to the parking lot for next round of revisions.
  - Question about 20 hours a week minimum requirement – by library or system wide? Answer: system wide.
  - Piece that is state law (in statute) – definition of a public library – on page 7 of the standards:

*“Public library” or “public library system” means a public agency responsible for providing and making accessible to all residents of a local government unit library and information services suitable to persons of all ages.*

Please note that OLA is looking to update the definition of a “public library.” If the definition is successfully updated, these proposed minimums may be introduced in the 2019 legislative session as Oregon Administrative Rules.

- Feedback
  - Having information on what our goal is for the Standards.
  - How is the State Library being intentional with those not meeting the minimums?
  - Who is not in the room right now who we should be having dialogue with?
  - These standards inform outside groups – for example, ODLC and what it takes to join it.
  - Librarians need to be fierce in advocating what we need for our communities.
  - We are doing this for our communities.
- Feedback on Minimum Requirements
  - Is the community meeting the minimum standards?
  - Don’t want to penalize those that can’t meet the requirements, such as Agnes? Will be addressed in administrative rules as an exception. That’s why we aren’t putting any of these in the statutes.
  - Want to have some scaling for larger libraries in the state (such as Keizer). Relationship to size of communities. Maybe an asterisk next to hours for smaller communities.
  - .5 FTE is 20 hours.
  - We are really caught up on items #2 (hours) & #8 (.5 FTE). Can we put an asterisk next to those for communities the size 1,000 or less population?
- Statutory definition will have a few more minor things in it. Minimum requirements will be the OARS.
- We need to have statistics/numbers that would be helpful to us in budget planning with cities, etc.
- Current version is more outputs based.
- Darci will see what’s possible for State Library report. Submitting survey in January/February?

#### **Legislative Agenda – Buzzy Nielsen, Legislative Committee**

- OLA Legislative Committee – want broad representation on committee (geography, library type, small and large areas around the state)
  - Coalition Partners – school libraries, See to Read program, etc.

- Intellectual Freedom Committee – often Legislative Committee work dovetails with IFC Committee.
- OLA Legislative Agenda
  - Covers core values of OLA
  - Allows us to act quickly on surprise legislation.
  - Lobbyist – Amanda Dalton
- 2018 Short Session
  - 260 bills introduced
  - Significant legislation
- Legislation related to libraries
  - HB 4023 Public Broadband for Rural Oregon/Libraries
  - HB 4097 Law Library Services
    - Multnomah County Law Library was not given a space in new county courthouse. Legislature passed the bill for only in Multnomah County. We were able to stop this from happening in other counties. Law library allotment in other counties has to be used for law library services, not building improvements, etc.
  - HB 4155 Net Neutrality
  - SB 1515 Children’s Services District – came out of Washington County. OLA opposed as they felt services overlapped with other special service districts.
  - New library districts: North Douglas Library District (Drain) and Lower Umpqua Library District (Reedsport)
  - Wallowa County library closed (unincorporated parts of Wallowa county)
  - Wagoner Community Library in Fall City closed
  - Roseburg Public Library – opening sometime this fall. Douglas County gave library to city of Roseburg in partnership with ESD.
- Looking to 2019
  - Elections: 60 house members, 15 Senate members, Governor Race
- OLA Agenda 2019
  - New State Librarian
  - Ready to Read Funds
  - OLA Bill: Updating the definition of “public library”
    - Amend the current definition to include minimum funding requirements for public funds, open hours to the public, and direct the State Library Board to establish minimum conditions.
  - School libraries
  - Embargoes – Tor discussion sparked other embargoes we are seeing in libraries (some in academic)
  - Local elections
    - Are you aware of any local elections that are directly affecting libraries? Email Buzzy or Ferol at State Library.
  - Key to OLA Success: Reputation & relationships
    - Relationship Building

- Reach out to your legislator/meet the candidates (for improving Ready to Read grant – thank them)
- Invite your legislator or candidates to read to kids
- Community Outreach
  - Write a letter or the Editor or an opinion piece supporting area legislator
  - Educate parents of the role of the library in the community/state
- Participate in OLA’s legislative day – February 12, 2019
- Attend the OLA legislative reception
- Testify at a legislative committee hearing
- Meet with your Representative or Senator
- Suggestion: do a webinar on going to Legislative Day (Buzzy will ask committee)
- OLA sends people to Federal Legislative Day – Legislators enjoy hearing stories of our communities and impact of the Ready to Read grant

#### **OLA PAC – Buzzy Nielsen**

- Oregon’s Political Tax Credit: Allows individuals to contribute \$50
- People for Oregon Libraries PAC has a Facebook page

#### **Group Discussion – Diversity, Equity, Inclusion**

- Kami: will be useful for development of strategic plan. Plans to use in their strategic planning process.
- Karen: relationships are the most effective way to increase diversity in your organization. Person to person.
- Leah: lived experience. People’s life experiences are important. Expanding your base requirements for a position (e.g., education requirements). Way to explore different experiences and backgrounds.
- Stephanie: Wanted their staff to reflect the demographics of their community. Looked at educational requirements for all levels (classes). Started with pages (originally high school diploma required, removed this as a requirement). Deprioritized library experience under library assistant positions. Prioritized customer service experience. Had very few librarian positions. Made them all MLS preferred or combination of experience and education. A recent manager position was opened up to city of Hillsboro employees.
- Buzzy – has two librarian positions open. Neither require an MLS and they received a much more diverse pool in terms of background and experience.
- Jerianne – can identify in recruitment what you are trying to accomplish.
- Buzzy – what about when your power brokers don’t always agree with DEI efforts? Stephanie – he talked about business case part (relevance, competition). Good for us to look at both.
- Kirsten – get demographic information and forecasting. PSU Center for Population Studies has really good information.

- Can we hire him for a PLD pre-conference? Would also like some practical ways we can work on this. It would be great to bring a job description and work on re-writing it. Great to walk away with deliverables. PLD will look into.
- Karen – importance of engagement in the community to find out what they need and want and then develop your programming
- Kate –everyone needs to do outreach, shouldn't just be one person.
- Kirsten – making sure your diverse staff aren't overwhelmed (being the only one that helps patrons of the same race, etc.)
- Slide on what not to say (statements are racist) – very eye opening
- Tough balancing act – in terms of expanding requirements for education tough with other staff who have been in the wings waiting to move up. Other cities are tough in terms of lack of diversity.
- Stephanie – multiple levels of work you can do. Start individually – your own personal relationships, organizationally and then systemically.
- Sarah – asset based vs. deficit based and continuum.
- Buzzy – multi-generational families in his county. Library is most diverse in terms of those who weren't born there.
- Self-Assessments had practical pieces we can use to implement.
- Jerianne – would you like the PLD to do more on this?

#### **Federal Communications Commission Community Outreach – Roger Goldblatt, FCC Deputy Bureau Chief**

- FCC Rural Outreach Program – responsible for underserved populations.
- Robocalls, neighborhood spoofing, scam calls
- How do we disseminate information to consumers?
- [fcc.gov/consumers](http://fcc.gov/consumers) – try to reach people in their languages
- People who need the information the most aren't necessarily online.
- Outreach office of 14 people for entire country. Trying to work with community leaders and library leaders.
- TV stations will be changing their frequencies on how they transmit their stations. Had to consolidate the spectrum to make room for mobile broadband (5G).
- If people watch TV over the air, they are going to have to rescan their TV sets or get a converter box. Timeline is end of 2019/early 2020. Local stations will let consumers know. All people need to do is rescan. Cable companies will be doing it for their consumers.
- Nationwide wireless emergency test by FEMA – they want to test the system. Taking place October 3 at 11:18am PST.
- Communicating during and after an emergency. Social media a good way to find out information. They post updates daily.
- Partner with other groups (like AARP) on trainings on scammers, robocalls, etc.
- The Oregon Attorney General's Office has a newsletter you can sign up for to learn about current scams.
- Oregon Attorney General – ScamJam –on September 26 in Bend.

- 5G – Telehealth applications, speed of downloading is 25x faster. Transition to 5G is a FCC priority.
- Slamming on phone bills – when a carrier switches you without your permission.
- Cramming on phone bills – sneaks a \$1 or \$1.50 charge on your phone bills. Call your phone company and check what those charges are for.
- Portal to online complaint center – gets assigned a number. Very responsive. 1 888- call FCC line. Complaints really do drive policy at FCC.

#### **Group Discussion – To Fine or Not to Fine?**

- WCCLS – removed fines on children’s materials
- Driftwood – just removed all fines
- Salem – taking to council soon for kids’ fines. In house legal asking “how do you define a fine.” Crook – getting rid of “daily late fines.”
- Look at historic fines on the books. Equity issue.
- Some cities see it as potential money. Fine revenues are going down anyway.
- Saves a lot of staff time.
- Newest LJ article on getting rid of fines at SLC.
- White paper Colorado Libraries has on eliminating fines.
- [julie@chetcolibrary.org](mailto:julie@chetcolibrary.org). Julie Retherford worked at a library in Ohio that implemented removing late fines and wrote the policy. Happy to answer questions.

#### **Wrap Up**

- Next Directors meeting is Monday, February 11, 2019 in Salem in conjunction with Legislative Day (Tuesday, February 12).

Meeting ended at 3:01pm.