

Library Advisory Board Minutes: July 8, 2014
For Multnomah County Library Advisory Board

The Multnomah County Library Advisory Board (LAB) met on Tuesday, July 8, 2014, at Central Library in the U.S. Bank Room. Chair Sola Whitehead called the meeting to order at 7:32 am.

Board members present were: Erin Cooper, Bernadette Janét, Katie Lane, John Potter, Mardy Stevens, Danika Stochosky, Maegan Vidal and Sola Whitehead.

Board members excused were: George Feldman and Carlene Weldon.

Board members absent were: Magen Irwin and José Padin.

Staff members present were: Becky Cobb, Deputy Director; Terrilyn Chun, Programming & Community Outreach Manager; Shawn Cunningham, Cindy Gibbon, Access & IT Services Manager; Jeremy Graybill, Marketing + Online Engagement Director; Javier Gutierrez, Director of Collections & Technical Services; Rita Jiménez, Neighborhood Libraries Director; Shelly Kent, Human Resources Manager; Katie O'Dell, Youth Services Director; David Ratliff, Central Library Director; Ty Thompson, Collection Manager; and Paige Hatcher, Administrative Analyst, Director's Office.

Also in attendance were: Althea Gregory, Budget Analyst, Department of County Management; Aaron Ridings, Policy Advisor and Community Liaison, Multnomah County Chair's Office; Matthew Timberlake, IT Project Manager, Department of County Assets; and Wes Breazeale, The Library Foundation (TLF).

The Board approved minutes for the June 10, 2014 meeting.

CHAIR'S REPORT

Chair Whitehead noted the cancellation of the August 12, 2014 meeting and encouraged members to participate in the work of the nominating committee as LAB candidates are interviewed during the summer.

DIRECTOR'S REPORT

Becky Cobb highlighted several items in the report including the Summer Reading program; the award to Gesse Stark-Smith, Youth Librarian of a scholarship to attend the Association for Library Services to Children Fall Institute; and positive feedback from patrons on the My Librarian online reader's advisory service.

Katie O'Dell provided an update on the Summer Reading program.

Terrilyn Chun provided an update on the My Librarian service as well as the event to celebrate MCL's 150th anniversary. The event will take place on Saturday, September 27, 2014.

NOMINATING COMMITTEE REPORT

Bernadette Janét described Ya-Li Lizik's credentials and recommended her for nomination to a youth member position on the Multnomah County Library Advisory Board. A motion was made to refer Ms. Lizik's name to the Multnomah County Library District Board. The motion was seconded and unanimously passed.

SOCIAL MEDIA AND MULTNOMAH COUNTY LIBRARY

Jeremy Graybill presented on MCL's social media practices. Mr Graybill described how the library uses social media channels to engage library patrons and to share with the broader community the work the library does on a daily basis.

Mr. Graybill shared how the library uses the following applications, platforms and tools to connect with users in the library's online environment and leverage different aspects of the library's work: MCL newsletter, Facebook, Twitter, YouTube, Google+, Instagram, Flickr, Pinterest, Tumblr, RSS feeds and a mobile app.

Mr. Graybill provided specific examples of MCL activity on Facebook and Twitter and shared respective measurements of engagement.

Mr. Graybill shared how the library uses social media analytics to identify trends that can then be used to inform library services and improve the patron experience.

Relating how other library and information organizations utilize social media channels, Mr. Graybill provided examples of their activity and shared information about their engagement metrics.

There followed a discussion concerning mechanisms for boosting targeted audience engagement with specific posts on Facebook and methods for determining cost-value ratios of paid advertising.

Mr. Graybill described the organizational teams and responsibilities of staff who share content on each social media channel.

There followed a discussion about youth/teen engagement with the library in social media.

THE LIBRARY FOUNDATION

Wes Breazeale reported that TLF supplies all of the Summer Reading program prizes and reported on the work of staff responsible for coordinating this effort. Nearly 50,000 individual items valued at over \$450,000 were procured.

FRIENDS OF THE LIBRARY

No report provided.

GOOD AND WELFARE

Ms. Janét noted the availability of the adult Summer Reading program, which is made possible by The Library Foundation.

The next LAB meeting is on Tuesday, September 9, 2014.

Sola Whitehead, Chair adjourned the meeting at 8:35 am.

Respectfully submitted by:

Paige Hatcher

Administrative Analyst, Library Director's Office

Multnomah County Library, Oregon