

Library Advisory Board Minutes: September 9, 2014
For Multnomah County Library Advisory Board

The Multnomah County Library Advisory Board (LAB) met on Tuesday, September 9, 2014, at Central Library in the U.S. Bank Room. Chair Sola Whitehead called the meeting to order at 7:33 am.

Board members present were: Emma Caplan, Erin Cooper, George Feldman, Bernadette Janét, Katie Lane, Ya-Li Lizik, José Padin, John Potter, Danika Stochosky, Maegan Vidal, Carlene Weldon and Sola Whitehead.

Board members excused were: Mardy Stevens.

Board members absent were: Megan Irwin.

Staff members present were: Vailey Oehlke, Director of Libraries; Becky Cobb, Deputy Director; Terrilyn Chun, Public Programming and Community Outreach Manager; Shawn Cunningham, Director of Communications and Strategic Initiatives; Jeremy Graybill, Marketing + Online Engagement Director; Rita Jiménez, Neighborhood Libraries Director; Shelly Kent, Human Resources Manager; Katie O'Dell, Youth Services Director; and Paige Hatcher, Administrative Analyst, Director's Office.

Also in attendance were: Commissioner Diane McKeel, District 4, Multnomah County; Aaron Ridings, Policy Advisor and Community Liaison, Multnomah County Chair's Office; Matthew Timberlake, IT Project Manager, Department of County Assets; Eric Zimmerman, Chief of Staff, District 4, Multnomah County; Wes Breazeale, The Library Foundation; Merris Sumrall, The Library Foundation; Kirsten Leonard, Friends of the Library; and Mary Stewart, Friends of the Library.

The Board approved minutes for the July 8, 2014 meeting.

CHAIR'S REPORT

Chair Whitehead welcomed Emma Caplan and Ya-Li Lizik as the board's new youth members.

DIRECTOR'S REPORT

Ms. Oehlke reported that the Library District Community Committee meeting, originally scheduled for September 12, 2014, had been rescheduled for October 3, 2014.

Ms. Oehlke reported that the relocation of several administrative offices would occur on September 19, 2014. Becky Cobb, Deputy Director, shared additional details about the move and the new location, Lloyd Corporate Plaza.

Ms. Oehlke invited Terrilyn Chun, Public Programming and Community Outreach Manager, to share information about the 150th Anniversary Celebration, which is scheduled for September 27, 2014. Ms. Chun provided details about the event's program and activities.

BOARD REAPPOINTMENT

Chair Whitehead proposed recommending Mardy Stevens for a second term on the Multnomah County Library Advisory Board. The motion was seconded and unanimously passed.

SOCIAL MEDIA AND MULTNOMAH COUNTY LIBRARY

Jeremy Graybill, Marketing + Online Engagement Director, presented on the topic of usability testing and the results of such testing on the My Librarian portion of the Multnomah County Library website. The full presentation appends these minutes.

Mr. Graybill shared details about the rationale and methodology for user testing. Usability testing offers website developers the opportunity to observe participants as they accomplish a series of discrete, assigned tasks. The resulting data is used to evaluate and analyze the design and efficacy of a site and make improvements accordingly.

Mr. Graybill described the background, design, and goals of the My Librarian service and related that usability testing for this service provided an opportunity to observe how online users engaged with the MCL website as a whole.

In response to questions from board members Erin Cooper and Bernadette Janét, Mr. Graybill clarified that:

- a "web session" is the data point most equitable to an in-person library branch site visit, and
- the number of web sessions presented in the data includes only those sessions initiated from non-library computers.

Mr. Graybill shared the methodology for recruiting a demographically diverse group of participants.

Mr. Graybill shared that future efforts will include sharing the test results with staff to build awareness about online patron experience and illustrate why usability testing is important. Additionally staff will be trained in the art of usability testing for the purposes of performing regular evaluations of the website.

Mr. Graybill thanked The Library Foundation for its support of the usability testing work. Testing of the My Librarian service was made possible as part of the grant from the Paul G. Allen Family Foundation to The Library Foundation.

In response to an inquiry from Chair Whitehead, Mr. Graybill related that the ability to integrate the visual appearance and format of the multiple platforms that are accessed through the mobile application varies based on each vendor.

In response to an inquiry from Vice Chair Danika Stochosky, Mr. Graybill reported that he would be sharing relevant test data with the statewide consortium that collaborates on the online reference service. He also related that similar usability testing is performed nationwide and libraries regularly communicate about trends and findings. Ms. Oehlke noted that MCL's resources allow it to perform work of this sort that other Oregon libraries may not have the opportunity to accomplish. With this in mind, MCL regularly shares its information with other libraries around the state.

THE LIBRARY FOUNDATION

Merris Sumrall and Katie O'Dell presented board members with sets of baby board books that are the result of collaboration between TLF and MCL. Ms. Sumrall and Ms. O'Dell shared information about the concept, design, and publication of the books. The books will be used in outreach to youth and families in the community and are published in English and Spanish.

FRIENDS OF THE LIBRARY

Mary Stewart shared that FOL has eight new board members. Ms. Stewart shared that FOL had recently completed an eight-week session of selling memberships and books as part of Portland 5's Summer Arts on Main. Additionally, Ms. Stewart reported on online sales for the month of August and recent donations of first editions.

Kirsten Leonard reported on FOL's book sale revenue and contribution to library programming. Ms. Leonard shared information about the upcoming fall book sale, which will take place October 24-27.

GOOD AND WELFARE

The next LAB meeting is scheduled for Tuesday, October 14, 2014.

Sola Whitehead, Chair adjourned the meeting at 8:32 am.

Respectfully submitted by:
Paige Hatcher
Administrative Analyst, Library Director's Office
Multnomah County Library, Oregon