

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

The Multnomah County Library Advisory Board (LAB) met on Tuesday, December 9, 2014, at Central Library in the U.S. Bank Room. Vice-chair Danika Stochosky 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, Mardy Stevens, Danika Stochosky, Maegan Vidal and Carlene Weldon.

Board members excused were: John Potter and Sola Whitehead.

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; Cindy Gibbon, Access & IT Services Director; 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; Dave Ratliff, Central Library 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; Jane Gigler, Friends of the Library; and Holly Friesz, Friends of the Library.

The Board approved minutes for the November 11, 2014 meeting.

CHAIR'S REPORT

Vice-Chair Danika Stochosky shared an article from The Guardian featuring Ursula Le Guin, who was recently awarded the National Book Foundation's Medal for Distinguished Contribution to American Letters and who is a past member of the Library Advisory Board. Ms. Stochosky shared a copy of Ms. Le Guin's acceptance speech, in which Ms. Le Guin referred to current issues concerning access to electronic materials. Ms. Stochosky thanked those individuals who served with her and Ms. Le Guin on the electronic access policy advisory committee for helping to bring international attention to this matter.

DIRECTOR'S REPORT

Vailey Oehlke highlighted an article in the December Director's Report, which describes the debut of early learning play areas at three Multnomah County libraries. At Ms Oehlke's invitation, Katie O'Dell shared additional information about the play areas, which were installed at the Gresham, Rockwood and Gregory Heights library branches. The play areas provide interactive settings that reiterate that play is learning and are composed of manipulable pieces that can be rearranged or interchanged with other pieces at other locations. The installations were made possible by a gift to The Library Foundation from Ellen Fader who previously worked for the library as Youth Services Director. It is anticipated that similar play areas will be installed at three more locations in 2015 and will be made possible by a gift from Ms. Fader with matching funds from The Library Foundation.

Ms. Oehlke shared that she recently visited the Nashville Public Library, which is including similar spaces for play in newly constructed branches and designing buildings that take into account how patrons use libraries for learning and the library's role in learning.

Ms. Oehlke reminded attendees that the library is a great resource for book recommendations for gifts.

NOMINATING COMMITTEE REPORT

Mardy Stevens and Bernadette Janét are the acting co-chairs of the nominating committee, which also includes Mr. Padin, Mr. Potter and Ms. Stochosky. The committee has been discussing the functions and governance of the committee and the board. They will meet in January to clarify and discuss questions on this topic and anticipate subsequently bringing the conversation to the LAB.

Ms. Janét shared that they had a talented and qualified group of interested candidates. There will be two openings on the LAB in July. Ms. Janét encouraged board members to recruit interested candidates. The nominating committee is particularly interested in looking for representatives from North Portland and East Multnomah County.

Ms. Janét described the credentials of the following candidates and recommended them for nomination to the Multnomah County Library Advisory Board:

- Marc Alifanz, Position 2
- Elizabeth Hawthorne, Position 8
- Jack MacNichol, Position 12
- Brian Wilson, Position 14

Ms. Janét made a motion to refer Mr. Alifanz's, Ms. Hawthorne's, Mr. MacNichol's and Mr. Wilson's names to the Multnomah County Library District Board for appointment to the Library Advisory Board. The motion was seconded and unanimously passed.

IS21: CURIOSITY REIMAGINED

Ms. Oehlke shared that library staff is looking at the long term horizon of the institution in terms of relevance and how the library will continue to create value and have an impact on the community. Given the advent of the internet and the ubiquity of information access, the historical dynamic of reference services is changing and patrons' reasons for visiting and using the library is changing as well. The IS21 project is devoted to examining the role of the library and its services in the current and future context of the information environment.

Ms. Oehlke thanked the Information Services Management team, which sponsors IS21 and which comprises Terrilyn Chun, Cindy Gibbon, Rita Jiménez, Katie O'Dell and Dave Ratliff. The team has worked on developing a strategic framework for the initiative as well as operational goals for the first year. The project team has engaged with every work group in the library and is receiving positive feedback. IS21 activities are currently underway and, as progress is made, the IS21 team will report back to the board.

Ms. Chun, Ms. Gibbon, Ms. Jiménez, Ms. O'Dell and Mr. Ratliff presented the framework and three-year milestone goals of IS21. The complete presentation appends these minutes. Additional discussion concerning each initiative is related below.

Creative Partner

There followed a conversation about the goal of an 100 percent increase in online reading suggestions. This is due in large part to the inception of the My Librarian service, which provides more in-depth and ongoing engagement with patrons. Ms. Oehlke shared that an emphasis on patron focus is woven throughout the program.

Open Access

Ms. Gibbon shared information about a grant awarded to the library from the Institute for Museum and Library Studies. The grant funds the administration of an evaluation tool developed by the Program for the International Assessment of Adult Competencies (PIAAC). Staff from the library and Portland State University (PSU) are collaborating to deliver the assessment to 700 people over the next two years, in both Spanish and English. The assessment has been validated for use in 24 countries and evaluates how people solve problems in technology-rich environments, including navigating the internet and using online tools.

There followed a discussion about the expectations and parameters of the assessment. The library will use the results of the assessment to identify patron needs and then determine relevant and complementary equipment and training needs. In the spectrum of technology literacy in developed countries, the United States ranks very low. The assessment is validated for delivery to persons who are between 16-65 years old. Ms. Janét encouraged library staff to share with PSU the benefit of including persons older than 65 in similar assessments. The grant will be discussed further at an upcoming meeting of the electronic access policy advisory committee.

Adaptive Culture

Ms. Jiménez and Mr. Ratliff shared that the overarching goal of this initiative is to support an adaptive internal culture that will inform an external, responsive, patron-focused environment.

There followed a conversation about the library's mission and the obligation to ensure the mission focuses on the needs of current and potential patrons and manifests in the library's services and programs. The IS21 initiative includes analysis of library user and non-user needs.

Transforming Space

In addition to the early learning spaces that Ms. O'Dell referred to during the Director's Report, a makerspace is in development at the Rockwood branch location. Design and funding for the makerspace, which will be approximately 1000 sq. ft., is in place. This creative learning environment will focus on teens and will include a variety of technological resources. Ms. Chun is working on programming for the space and Ms. Gibbon is coordinating with County facilities and IT on the construction project and technology equipment. Programming will begin in April 2015. It is anticipated that the construction project will be complete in a year, with the makerspace opening in January 2016. As part of the project, the library will be recruiting volunteers to serve as adult mentors to patrons. Ms. Stevens suggested reaching out to the American Association of University Women (AAUW) with mentor opportunities. The Rockwood makerspace project was made possible by a grant from the Mt. Hood Cable Regulatory Commission with matching funds from The Library Foundation.

In response to an inquiry by Ms. Stevens, Ms. Oehlke shared that staff are currently discussing the library's strategic priorities and she anticipates sharing additional information with the board in January. Chair Kafoury will be in attendance at the January 13, 2015 Library Advisory Board meeting, along with a representative from the County Attorney's Office, to discuss governance with respect to the Library Advisory Board and the Multnomah County Library District Board.

LIBRARY ASSETS TRANSFER UPDATE

Ms. Cobb reported that the draft library assets transfer agreement is under review by external counsel. Ms. Cobb and Ms. Oehlke will be meeting with County Commissioners and staff in the County Attorney's Office to review the agreement and process. The Library District Community Committee (LDCC) will meet on Friday, December 12, 2014 to review the agreement. It is anticipated this will be the last meeting of the LDCC. The Board of County Commissioners and Multnomah County Library District Board are expected to vote on the agreement at their December 18, 2014 Board meeting.

Ms. Oehlke thanked Ms. Cobb, Commissioner McKeel and the members of the LDCC for their leadership, support of, and contribution to this project.

THE LIBRARY FOUNDATION (TLF)

No report provided.

FRIENDS OF THE LIBRARY (FOL)

Ms. Friesz shared that the Give Twice Holiday Sale, which took place December 5-7, 2014, generated approximately \$9,000 in sales.

Ms. Friesz reported that next year's budgeted giving is projected to be around \$83,000.

During the month of January, FOL has partnered with Pairings Portland, a wine shop in northeast Portland. Every Friday in January, Pairings Portland will donate 5% of sales to FOL.

GOOD AND WELFARE

Katie Lane commended the library's social media team and related that a friend had received fast and informative service via Twitter. Ms. Oehlke shared two instances of patrons who had remarked upon exceptional library service in the virtual environment.

Ms. Stevens shared that the Omaha Public Library, with community partners, plans to open a digital library.

Ms. Stevens followed up on a topic of discussion at the November 11, 2014 meeting concerning the potential for a partnership between the library and Gresham-Barlow School District. Ms. Stevens related that, thanks to Ms. O'Dell, she and Carlene have a contact at the school district and they are moving forward with this engagement.

Erin Cooper reported that she will serve as chair of the finance committee during development of the library's FY 2016 budget. Ms. Cooper invited others to join the committee, which typically meets once per week during the second part of January and through February and March. Ms. Cooper will work with Ms. Cobb to schedule finance committee meetings.

The next LAB meeting is scheduled for Tuesday, January 13, 2015.

Danika Stochosky, Vice-Chair, adjourned the meeting at 8:47.

Respectfully submitted by:

Paige Hatcher

Administrative Analyst, Library Director's Office

Multnomah County Library, Oregon

CURIOSITY REIMAGINED

The Future of Information Services

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MULTNOMAH COUNTY LIBRARY



*HERE WAS ONE PLACE WHERE I COULD FIND
OUT WHO I WAS AND WHO I WAS GOING TO
BECOME. AND THAT WAS THE PUBLIC
LIBRARY.*

—JERZY KOSINSKI, AWARD-

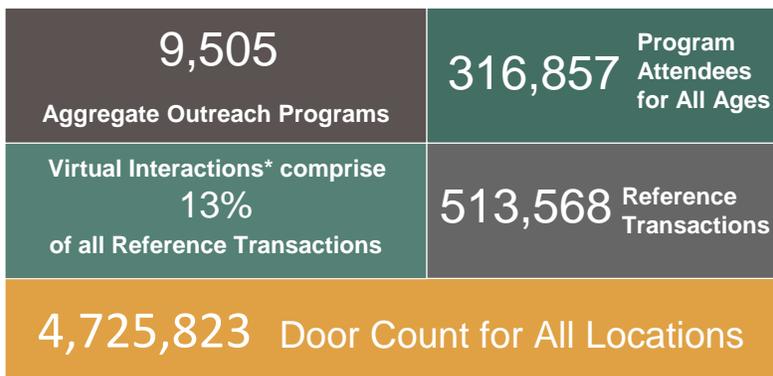
WINNING NOVELIST

2

MULTNOMAH COUNTY LIBRARY



Information Services By The Numbers FY14



WHAT IS INFORMATION SERVICES?



WHAT IF? WHY? HOW?
THE ANSWERS TO THESE QUESTIONS HAVE NEVER BEEN MORE AVAILABLE OR MORE OPEN-ENDED. THAT IS THE FUTURE OF INFORMATION SERVICES AND IT'S EXCITING. THAT FUTURE STARTS NOW IN MULTNOMAH COUNTY.

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MULTNOMAH COUNTY LIBRARY



LIBRARIANS ARE...
POWERED BY CURIOSITY.
LED BY IMAGINATION.
PEOPLE CENTERED.

MULTNOMAH COUNTY LIBRARY



LIBRARIANS ARE...POWERED BY CURIOSITY. LED BY IMAGINATION. PEOPLE CENTERED.

CURIOSITY REIMAGINED

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LIBRARIANS ARE...POWERED BY CURIOSITY. LED BY IMAGINATION. PEOPLE CENTERED.

How are you currently "reimagining curiosity?"

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LIBRARIANS ARE...POWERED BY CURIOSITY. LED BY IMAGINATION. PEOPLE CENTERED.

What could we be "reimagining?"

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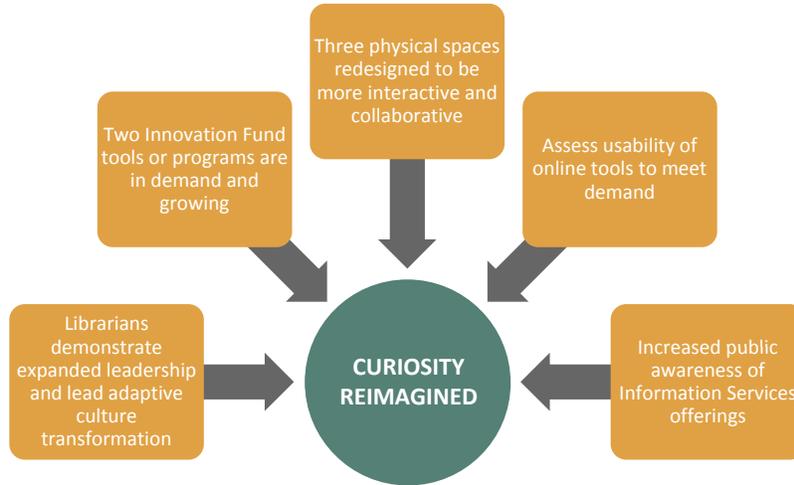
VISION
Partner with patrons of all ages to pursue curiosity and support their learning goals through access to knowledge and tools

CURIOSITY REIMAGINED

CURIOSITY REIMAGINED

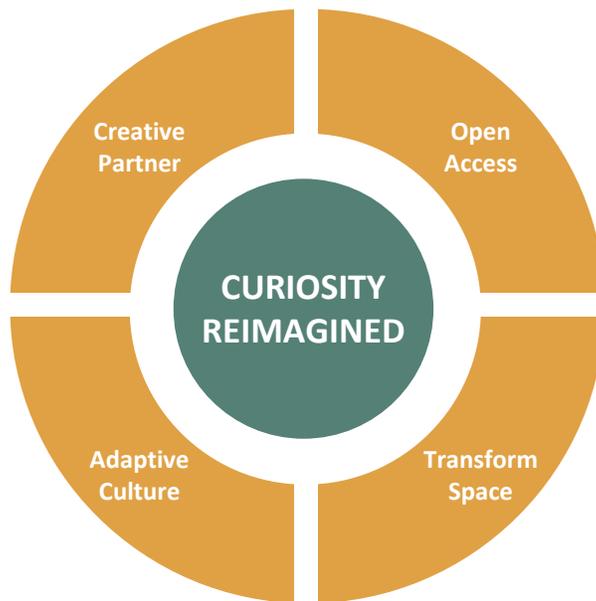
MULTNOMAH COUNTY LIBRARY 

Three-Year Strategic Milestones



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MULTNOMAH COUNTY LIBRARY



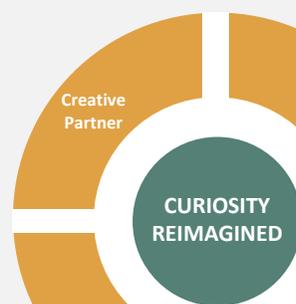
MULTNOMAH COUNTY LIBRARY



Partner with patrons to explore and create

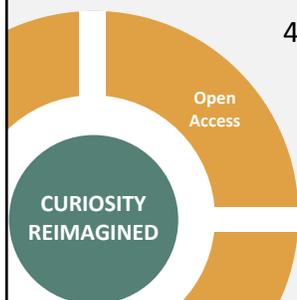
1. Integrate Reader's Advisory with online and mobile tools
2. Develop a plan for patrons to create and contribute unique works to the digital collection
3. Expand learning and literacy programs to support patron needs regardless of format or platform
4. Create implementation plan for increasing the library's support of children learning to read

100% Increase in online reading suggestions



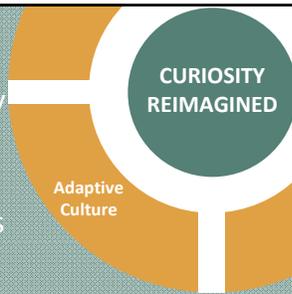
Foster digital inclusion and provide open access to collection and resources that promote learning

1. Identify three underutilized, but high value tools and resources to market to patrons
2. Expand our outreach with community partners
3. Implement PIAAC grant to assess how patrons solve problems in technology rich environments
4. Create district-wide library card partnership for students to access library resources



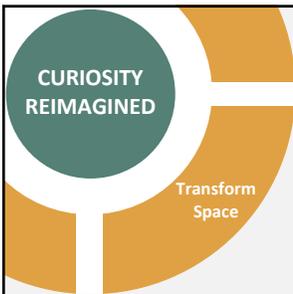
Develop user and non-user needs analysis

70% IS staff trained in Adaptive Leadership



1. Implement training in first six months to lay the groundwork for shift to adaptive leadership approach
2. Enhance leadership opportunities and tools for librarians to engage in planning and directing service delivery
3. Provide relevant training and resources for Library Assistants
4. Inventory and prioritize existing initiatives
5. Launch project management training and proposal process work
6. Launch Innovation Fund

Build organization's capacity to adapt and be responsive to evolving trends and patron needs



OPEN Makerspace in Rockwood

1. Fund and finalize design for makerspace in Rockwood
2. Create early learning and play opportunities in public locations
3. Create investment plan to better serve technology demand at libraries
4. Identify improvements to user interface for online and mobile experiences for patrons

Encourage exploration through reimagined physical and virtual spaces with people at the center

LET CURIOSITY BE YOUR GUIDE

1

*Lead with
Curiosity*

2

Embrace Change

3

Be Ready to Adapt

4

Take Risks

5

Try Again

MULTNOMAH COUNTY LIBRARY



Upcoming Key Dates

IS21 Presentations

Now - Work on implementing specific IS21 goals begins.

September - Supervisors and Managers present the Curiosity Reimagined

Slide Presentation to their staff in branch/department meetings.

IS21 Operations Planning

At the end of September - ISMT presents the Draft Curiosity Reimagined Operations Plan to SuperMan.

By the end of October - Supervisors and Managers will present the Draft Curiosity Reimagined Operations Plan to staff.

At the end of November - ISMT presents Final Operations Plan to SuperMan. Work on implementing specific IS21 goals continues.

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