Library Advisory Board Minutes: July 10, 2018
For Multnomah County Library Advisory Board

The Multnomah County Library Advisory Board (LAB) met on Tuesday, July 10, 2018, at Central Library in the U.S. Bank Room. Chair Elizabeth Hawthorne called the meeting to order at 7:31 am.

Board members present were: Chester Ching, Erin Cooper, Thomas Dwyer, Rob Edmiston, Brendan Gallagher, Elizabeth Hawthorne, Lois Leveen, Jack MacNichol, P.K. Runkles-Pearson, Bethel Sishu, Brian Wilson, and Elliot Zais.

Board members excused were: Marc Alifanz, Willow Kelleigh, Cynthia Tseng, and Clare Wilkinson.

Board members absent were: Lizzie Martinez.

Staff members present were: Don Allgeier, director of operations; Aaron Bluitt, neighborhood libraries director; Terrilyn Chun, deputy director; Shawn Cunningham, director of communications and strategic initiatives; Cindy Gibbon, director of policy and special projects; Jeremy Graybill, marketing and online engagement director; Javier Gutierrez, collections and technical services director; Rita Jimenez, neighborhood libraries director; Katie O'Dell, programming and outreach director; Vailey Oehlke, director of libraries; Jon Worona, director of content strategy; Maddelyn High, director's assistant; and Kady Ferris, electronic content librarian.

Also in attendance were: Commissioner Jessica Vega Pederson, District 3, Multnomah County; Jeff Renfro, Office of County Management, Multnomah County; Katie Winters, The Library Foundation; and Beth Levy, Friends of the Library.

The board approved the minutes for the June 12, 2018 meeting.

Chair's Report
Chair Elizabeth Hawthorne solicited feedback on the June meeting location at Midland Library. Library Advisory Board members shared a variety of opinions on rotating meeting locations, including how that practice might align with goals around equity and recruitment of LAB members from the county at large. Lois Leveen expressed that meeting only at Central Library privileges people who work downtown or who can easily get downtown. Several LAB members requested an advance schedule of any alternate meeting locations, should LAB decide to rotate locations. Vice Chair Jack MacNichol advised that, in addition to location, LAB may consider alternate meeting times and days of the week. Vailey Oehlke seconded advance notice for meeting locations other than Central as community rooms are a highly-sought resource often booked out far in advance. There are additional logistical considerations for library staff if LAB opts to meet outside of open library hours. Chair Hawthorne suggested further discussion of this issue at the next LAB meeting.
Chair Hawthorne introduced new LAB members, Brendan Gallagher and Bethel Sishu, and thanked them both for their interest in serving.

Chair Hawthorne shared some follow-up remarks on the opioid crisis and naloxone in libraries from last month's LAB discussion. Chair Hawthorne emphasized the value of the library's connection to the county, which gives the library an opportunity to plug in to countywide efforts to meet community needs, and encouraged LAB members to occasionally attend meetings of the board of county commissioners with potential service relationships in mind.

Elliot Zais asked if there have been any challenges with the naloxone pilot. Oehlke responded that the logistics of rollout and training have been straightforward, and reception has generally been positive. The goal of this summer's pilot is to help the library learn what's working and what needs to be adjusted. The program will expanded as appropriate after pilot evaluation. Oehlke thanked Director of Communications and Strategic Initiatives Shawn Cunningham for leadership on related media coverage, including an OPB segment with Hollywood Library Manager Martha Flotten.

**Library Director’s Report**
Director of Libraries Vailey Oehlke commented on how the Director's Report reflects the ways in which libraries are evolving, and highlighted the following from the report:

- Hillsdale opens new space for teens
  - Despite Hillsdale’s small size, the library was able to designate and design an area specifically for teens with the help of Hillsdale's Teen Council. This space supports a sense of ownership for teens that can help them engage with the library. A similar area for teens (a teen lounge) opened at Gresham Library in fall 2017.

- Meet Nadia, lead contact center representative
  - The goal of the contact center is to offer a more streamlined process to connect community members to the right resources so their library issues and questions can be addressed. Nadia, a lead worker at the center, exemplifies the library's value of responsiveness.

- Over 100 artists signed on to Library Music Project
  - Local musicians are uploading their music and being compensated, and their music is available to a much broader audience. Oehlke shared that she is proud of this effort, and expects these sorts of projects will continue to come online and reflect the ways in which the library is evolving.

Chair Hawthorne asked if the library coordinates collections purchases with local speaker events like those put on by Oregon Historical Society and Literary Arts. Oehlke responded that the library prioritizes purchasing patron requests, and Collections and Technical Services Director Javier Gutierrez added that demand is monitored based on holds for a particular title.

**DigiCommittee Update**
DigiCommittee Chair Lois Leveen reminded that all LAB members serve on a committee.
The DigiCommittee meets four times a year and looks at digital materials, how folks access digital materials, and how information moves through the library digitally. Leveen gave a recap of the last two committee meetings on digital equity and data privacy.

Leveen noted that the committee is focused on how LAB can support digital equity and inclusion efforts, along with increased public awareness and support of digital equity in the community. The committee is also focused on patron privacy and data protection in light of how much data is collected and sold by social media companies. Vendor contracts are handled through the county and the library already has strong controls in place, aligned with the county’s own focus on data privacy. MCL’s privacy policy — which the DigiCommittee helped craft — is seen as a model, although the statement requires a high level of reading comprehension. The committee is generating ideas to help all library patrons understand how their data flows through the library, perhaps with an infographic. P.K. Runkles-Pearson commented that comprehension is an equity issue, as well, and Oehlke echoed that. Data privacy is an evolving issue for the DigiCommittee.

**Digital Trends Presentation**

Collections and Technical Services Director Javier Gutierrez introduced Electronic Content Librarian Kady Ferris, who gave a presentation on digital collection trends at MCL.

Ferris noted that digital usage and demand for e-content has grown rapidly in recent years. MCL is working to balance this demand with budgetary and other constraints. Ferris shared a brief history of key digital content milestones and vendors, circulation trends, and how the library develops digital collections. She also highlighted some innovative collection initiatives.

Ferris gave an overview of the library's various e-content service providers, which have changed over time, and share some recent circulation trends:

- Digital checkouts are up 220% (more than tripled) from 5 years ago.
- Physical checkouts were down 22% during the same period of time.
- Digital checkouts are now 25% of all checkouts.

The library recently reached an interesting tipping point: OverDrive checkouts are now the largest segment of checkouts in our collection, with more than 2 million checkouts in OverDrive this past fiscal year (ending June 30, 2018). A lot of this growth is comprised of audiobook checkouts. MCL experienced a 47% growth rate in audiobooks compared to a national growth rate of 30% for audiobook checkouts. Although Amazon doesn't license its Audible titles to libraries, more large publishers are now making their content available to libraries.

E-content comprised just under 40% of the library's collection budget in Fiscal Year 2018, which puts the library in the middle of what other library systems are spending on digital content. Patron purchase suggestions for digital content continue to grow. Ferris noted that e-content is often more expensive than other content formats, and requires contract negotiation and management with vendors and content providers.

Ferris also highlighted the Library Writers Project, an initiative to make the work of local self-published authors available in the library's e-book collection. Now in its fourth year, the
Library Writers Project has added 67 self-published titles to the collection that have circulated 12,000 times. MCL shares circulation statistics with the project’s writers, who can then use that information as a platform to shop their e-book titles to publishers. For the first time, MCL is partnering with Portland State University's Ooligan Press to publish a print version of one Library Writers Project title to make it accessible to folks who don't read e-books. MCL is the first library to engage in such a partnership.

Ferris also highlighted the Library Music Project, which allows patrons to stream and download local music. This project went live in June 2018.

Commissioner Jessica Vega Pederson asked if the library has digital movies available for download. Ferris answered that while patrons can stream movies digitally, movie studios are cautious about people downloading their content. Software to control whether or not patrons keep digital videos on their devices hasn't yet been developed. Oehlke followed up, mentioning a recently Rolling Stone article on the prevalence of streaming over downloading, and noted that the library will continue to offer streaming content.

Chair Hawthorne thanked Ferris and Gutierrez for sharing this information.

**The Library Foundation (TLF)**
Katie Winters shared that The Library Foundation met its internal and external fundraising goals for the fiscal year that just ended. TLF recently secured a new multi-year grant from The Collins Foundation to support early childhood programming, and is in the process of preparing an application to Meyer Trust.

**Friends of the Library (FOL)**
FOL's new Board President Beth Levy noted that FOL also just started a new fiscal year. Levy shared that current Executive Director Jennifer Allen accepted a position at Miller Foundation, and FOL's board is working on a transition plan. The board hopes to have a new executive director in place by September, and FOL will keep LAB and MCL informed as to when recruitment begins.

**Good and Welfare**
Chair Hawthorne will send communication to LAB members about selecting a committee.

LAB members expressed interest in a social to welcome new board members, and Chair Hawthorne offered to host.

Brendan Gallagher invited LAB members and library staff to KohaCon2018, a free library conference at Portland State University September 10-12. Koha is an open-source Integrated Library System (ILS) used worldwide, and many international librarians will be in attendance.

Chair Hawthorne adjourned the meeting at 8:33 am.

Respectfully submitted by:
Maddelyn High, director's assistant
Multnomah County Library, Oregon