

Nebraska State Advisory Council on Libraries

Kearney Public Library, 2020 First Avenue, Kearney, Nebraska
Friday, July 29, 2016 10:00 AM – 2:30 PM

MINUTES

State Advisory Council members present in in Kearney: Francine Canfield (Chair), John Dale, Beth Falla, Susan Franklin, Denise Harders, Julee Hector, Sherry Houston, Joann Jackson, Beth Kabes, Cecelia Lawrence, Laura Marlane, Julie Pinnell, Charlene Rasmussen, Vickie Retzlaff, Janet Stoeger Wilke, Kara Welch, Matthew Williams and Abbigail Yellman. Advisory Council member Jean Hellwege was absent. Commission staff present: Rod Wagner, Richard Miller, Mary Jo Ryan, Tessa Terry and Linda Babcock.

Welcome and Introductions

Chair Francine Canfield welcomed everyone to the meeting.

Approval of the Agenda: A motion was made and seconded to approve the agenda. Motion approved.

Approval of Minutes of November 201, 2015 Meeting: Moved by Cecelia Lawrence and seconded by Sherry Houston. The Minutes were approved with the following changes: Page 5 under John Dale's report – John Dale's granddaughter's name was corrected to be Ellie Piersol.

Public Comment: None

Reports / Discussion:

Nebraska Library Commission – Rod Wagner

Rod Wagner welcomed the newest members: Julee Hector, Laura Marlane and Charlene Rasmussen. Rod provided some history of how the State Advisory Council on Libraries was formed in the 1970s.

Wagner said that the Library Services and Technology Act (LSTA) is nearing the end of its authorization and is up for reauthorization by the U. S. Congress. The American Library Association's Washington Office, and COSLA (Chief Officer of State Library Agencies) are working with Senator Jack Reed (Rhode Island) on reauthorization legislation. Senator Reed is expected to introduce legislation this summer or fall. Wagner also noted Dr. Carla Hayden's Librarian of Congress confirmation approval by the U.S. Senate. Hayden was approved by a 74-18 vote. Senator Deb Fischer voted yes; Senator Sasse voted no.

Wagner reported that Nebraska state senator Tyson Larson introduced a bill in the state Legislature which resulted in opposition from the library community. The bill proposed to place every public library in Nebraska under the direct control of its city rather than a library board of trustees. Wagner said there is nothing currently happening with bill. It did not come out of committee. The library community is concerned that the bill will be reintroduced in 2017. Term limits for senators will change the legislature significantly. The Nebraska Library Association will be active if the bill is reintroduced next year. Laura Marlane said that there are people working on a plan concerning the proposed bill. The Mayor of Omaha wants it. Representatives of the League of Nebraska Municipalities have said that the League has nothing in the works at this time. Richard Miller said that the League wants to work with the library community.

Nebraska Library Association – Julee Hector reported that this has been a busy year preparing for the October NLA/NSLA Conference. The conference theme is “Libraries Transform.” Keynote speakers will be Jamie LaRue and Shannon McClintock Miller. Julee also reported that collaboration continues between Nebraska and Iowa library associations for a Joint NLA/ILA/NSLA Conference in 2019. She announced the new NLA officials:

Lobbyist – Andy Pollock

Executive Director – Nicole Zink

Nebraska Libraries Editor – Willa Garay

Hector also said that Angela Kroeger volunteered to be NLA acting president- elect when Robin Bernstein had to withdraw for health reasons. She described the work on opposing LB969 for which NLA partnered with the American Library Association’s Engage program.

Nebraska School Librarians Association – Beth Kabes, reporting for Jean Hellwege, said that the NSLA Board retreat was last week. The NSLA Spring Workshop at Chadron was cancelled due to lack of registrations. Shannon McClintock Miller was scheduled to be at the Spring Workshop but will come to NLA/NSLA Conference this year instead.

Nebraska Center for the Book – Sherry Houston reported that there will be an Idea Exchange in April with John Cole who founded the Library of Congress’ Center for the Book 40 years ago. This meeting will share ideas among representatives from state centers on promoting reading and literacy in the U. S. The Nebraska Center for the Book was founded in 1990 when it affiliated with LC’s Center for the Book.

Sherry Houston also spoke of the National Book Festival scheduled for the end of September in Washington, D. C. Christine Walsh, Mary Jo Ryan and Devra Dragos will attend.

Sherry encouraged everyone to attend the Celebration of Nebraska Books, scheduled for October 29, 2016 at the Nebraska History Museum in Lincoln. Karen Shoemaker will be presenting on The Meaning of Names, the 2016 One Book One Nebraska title, and numerous 2016 award authors will read from their works. Sherry noted that the University of Nebraska Press will assume responsibility for planning the Nebraska Book Festival in the future.

Sherry drew attention to the article on encouraging life-long readers in the upcoming fall 2016 issue of *NCB News*, by Lois Todd-Meyer.

Sherry also encouraged participation in the “Letters about Literature” competition for students in three age groups – Grades 4 – 6; 7 and 8; and 9 – 12. Students write letters to any author explaining how one of their works changed their life or view of the world, or influenced them. Sherry noted that participation has diminished considerably. Finally, she noted the possibility of a joint One Nebraska/Iowa book title, and encouraged all to look at the “Nebraska 150” booklist as a good source for book clubs.

State Biennium Budget (2017 – 2019) – Prospects and Projects Discussion

Rod Wagner said that Governor Ricketts sent a message to all state agencies saying that they need to exercise spending restraint for the rest of the biennium due to lower state tax revenue collections. This is timely since the state agencies are working on next biennium’s budget proposals which are due September 15.

There are two categories of the Commission's budget – Library Operations, and the State Aid program. The latter includes state aid to public libraries; online database subscriptions; contracts with regional library systems; smaller grants; and OverDrive. Wagner asked if Advisory Council members have any priorities they'd recommend within the State Aid program (\$380,000):

- Cecelia Lawrence said that North Platte Public Library uses the e-books more than the statewide databases. Rod mentioned that schools are heavy users of the statewide databases, and this was supported by Beth Kabes.
- New leadership and support is needed in the Unicameral because of turnover in that body. It was noted that Sen. John Stinner from Gering may become chair of the Appropriations Committee.
- Beth Kabes talked of the "Go Open" movement and suggested that its resources might align with those of the Commission. (She suggested council members look at the #Go Open Twitter account.) The Open Education Resources (OER) promotes open education resources for schools. Julie Pinnell said this is also big in higher education, and it includes a movement toward open textbooks as well.
- Someone mentioned that Sen. Hadley (Speaker of the Legislature) was a huge proponent of OverDrive, but his legislative term ends this year due to term limitations.
- Cecelia Lawrence and Mary Jo Ryan both indicated they thought Makerspaces would be a hard sell to the legislature unless the Senators have small children. Abby Yellman suggested a tie-in with economic development, with the need for a skilled workforce, and with local entrepreneurs. Perhaps a tie-in with UNL's Innovation Campus would be good.

Impact of Federal Labor Overtime Regulations and Affordable Care Act on Library Workforce and Budgets

Rod Wagner asked about what the impact has been at libraries in Nebraska. Matthew Williams said it has significantly affected his employees at the Kearney Public Library. He noted that he and the Assistant Director are now the only exempt employees with everyone else being changed to hourly employees.

Maximizing Social Media for Library Communications – Presentation and Council Discussion –

Mary Jo Ryan and Tessa Terry

Following up on the PLTS Spring Meeting speaker Ali Schwanke, marketing consultant, Mary Jo Ryan and Tessa Terry, offered a presentation on how social media is being used at the Library Commission, employing the information Schwanke offered at those workshops. A decision was made to concentrate on Twitter and Facebook. Tessa developed a social media calendar in order to figure out which days might be better for posting information (based on how heavy communications' traffic was each day). Mary Jo and Tessa asked the Council the question: Who works with social media in your library?

Responses included:

- Matthew Williams indicated that most efforts for their library go through Beth Rosenthal who is in charge of their Technology Learning Center. When the library does programs, it pays Boost (via Facebook) \$10, which reaches a lot of people and functions as a low-tech newsletter. Boost reaches mainly Kearney and Buffalo County. He noted later that their Facebook page is limited demographically, but Boost gets your message beyond that limitation.

- Francine Canfield said that her library developed a social media policy after the PLTS presentation. Their research indicates that their most effective days for posting on social media are Wednesday, Thursday, and Friday.
- Scottsbluff Public Library, said Abby Yellman, has policies that have resulted in fairly successful efforts. Boost and interdepartmental sharing are the approach used. What a social media posting wants to generate is “shares,” not just likes, so that the message will be passed along and replicated in other places.

Tessa said that the Commission is now using its Facebook page as a “billboard,” instead of just a photo of the Commission’s front door (as in the past). She suggested changing cover images regularly. Tessa and Mary Jo both spoke of the upcoming Western Library System’s strategic planning workshops and distributed examples of the Facebook postings for those workshops. They also suggested that other social media might be successfully employed – Instagram, snapchat (for younger targeted audiences), and Tumblr.

Kara Welch spoke about the “Casey at the Bat” online reading – done by a large number of individuals reading verses of the poem – posted on Ainsworth Public Library’s website. She said that the video was shown at a meeting of the Nebraska Community Foundation, then posted it to their Facebook page and went viral. There were over 4,000 views.

Cecelia Lawrence described a project entitled, “A Year in the Life of the Library” which they posted for North Platte Public Library. She said they got a lot of shares. She also mentioned that staff have been very active in posting blogs at their library.

Matthew Williams said his library has a texting program that people can opt into. He said that to send out mass texts they use Shoutbomb which is designed to be more mobile-device friendly. It works with the library’s SirsiDynix system, but their IT staff had to do some modifications to make it work. He said it is very expensive. They use it for major programs and for upcoming due dates for library materials.

Kara Welch said Ainsworth Community Schools uses Shoutbomb for their National Honor Society kids.

Denise Harders spoke about the Pinterest account Central Plains Library System runs. It has 243 followers. She uses it to get her name out to System members, and she has recently learned that she can do Facebook messaging from Pinterest. The System produces a monthly Display Ideas; it has a link to its Pinterest account at the bottom of each month’s column.

Julie Pinnell noted that it uses Twitter to communicate with its students. The library at Doane University has its social media planned out. It features a cat in every posting.

Mary Jo and Tessa then shared additional information. They spoke about:

- New York Public Library’s use of social media to share relevant tips, share archives, and show NYC photos. They said it is great to draw inspiration from NYPL’s uses of social media.
- OverDrive always puts out relevant Tweets and posts – Your library can share one of these reading recommendations and put it on your website with a photo of a customer.
- “Outside the Lines” was designed by Colorado library marketers and library directors to help shift the public’s perception of how libraries have changed and how important they are.

- Rocca Berry Farm (one of Ali Schwanke’s clients) gives people notice of upcoming events three months out. They show photos of kids with pumpkins long before Halloween.
- At Scottsbluff Public Library, Abby Yellman says, they used publisher tools to start downloading author information in April for summer reading program. The author set up his page so that it pings each time responses come up.
- The use of Buffer makes it easy to prepare posts in Twitter (or Instagram) ahead of time in order to schedule social media posts in advance. Any post in Twitter should be put up 3 to 5 times (“retweeted”).
- Tessa has a goal of putting out 4 tweets each day. On Twitter you should put out other people’s content, not just your own; then they are more likely to retweet your posts. Tessa throws the regional library Systems, ALA and NLA into our cue. We have seen an increase in retweets and clicks to our website. Twitter, more likely than Facebook, is the reason for the increased traffic.

The Commission does just Facebook and Twitter and focuses on these two social media only. Here are a few other tips for using social media:

- Always use graphics with posts, preferably with real people shown.
- Keep it simple.
- Reciprocity – follow other sites.
- Tag local and smart. Don’t tag someone you have a relationship with already. For “Friday Reads” on the Commission’s website, we need to tag authors.

Mary Jo spoke of various content types and raised the following issues:

- What kind do we create, share, copy? How-to videos (e.g., tie-dye book bags)?
- Trending topics – What is trending on Facebook, and what resources do we have in our library to address that?
- Behind the scenes – Seattle Public Library – the purchasing of a book. The value of books checked out by a family.
- Human interest story – customer commentary (short video on your phone).
- Calendar-driven
- Tips and facts – how to surprise library customers with how broad our brand is
- Fun

Then Mary Jo spoke about Nebraska’s new state brand, recently presented by Governor Ricketts:

“We are Nebraska: Good Life, Great Opportunities”

Modifying that slightly, she presented a new brand for libraries in Nebraska:

“We are Nebraska: Good Life, Great Stories”

Mary Jo asked the group to think about how each of us might use that brand effectively in our social media.

Noon Lunch

Council round Table – Successes and Challenges

Matthew Williams --

Matthew reported that Kearney Public Library had a great Summer Reading Program. The programs had huge attendance, and circulation count in May was 50,000, the highest since 2014. He also reported that the Edible Book Festival had 160 people in attendance, and the Orphan Train program attendance was 140. Seventy-five people showed up for the Harry Potter pub quiz at the Chicken Coop. He also mentioned reduced numbers in the computer lab, with more people using WiFi with their own devices. He said his biggest challenge was attracting good applicants for hiring new employees at the library. He said the unemployment rate in Kearney is 2%, and housing is not affordable.

Vickie Retzlaff --

Vickie said this has been a good year for Grant County Library in Hyannis. Two activities she mentioned were a presentation from author Tim Smith (as "Buck Wilder") at Hyannis High School, and Keith West, magician, with Miss Kitty, the Library Lady.

She said two of her challenges are not having a Western Library System Director, and updating their computers to Windows 10 (not enough memory). Vickie also commented that while OverDrive is a welcomed service, it has resulted in book circulation dropping.

Abby Yellman—

Abby reported that Lied Scottsbluff Public Library has had a very busy summer with their Summer Reading Program. The attendance was 2,009 summer readers and 267 teens, and 4,500 attending SRP programs in June. The biggest accomplishment is a partnership with Platte Valley Companies that is guaranteed for three years. She noted that this will help the library be more visible in Scottsbluff. She also said that the local economy is not good, and population is down. But the library does have some programming money for the first time in thirty years.

Beth Falla --

Beth from Lied Imperial Public Library reported that update to Windows 10 has been a major challenge with the result of going back to Windows 7. One new computer has Windows 10 installed.

She also told of inviting all local teachers to the library on a night it was closed, and offering them information on NebraskaAccess which they had never used. The new school Superintendent attended.

UNL Extension helped with the library's SRP, and presented an after-school program promoting 4-H membership. She also said that the library weeded and moved the young adult section, putting a Makerspace in there. She asked if a library can get on a list of approved sites for celebrating Nebraska's Sesquicentennial so that it can use the 150 logo and weekly newspaper articles.

Janet Stoeger Wilke –

Janet said that University of Nebraska President, Hank Bounds, wants collaboration across the campuses as much as possible. She described an exciting new formal consortium that was initiated by UNO to gain digital access to the *Omaha World Herald* from the 1870s to 1993; that access (with a quoted price of \$199,500) will be available to all U of N campuses, as well as offering off-campus access to faculty and students.

This year is the 25th year that UNK has been part of the University System. It also marks the 111th year of having a higher education institution in Kearney (and it took 111 votes of the state legislature to locate a

campus in Kearney). On March 1, 2016 the library at UNK set up a display of the archival photos of the university. The celebration of these anniversaries will end at homecoming this year.

She noted staff changes. A staff person with a health sciences degree left to accompany her spouse in Texas; Jon Ritterbush (Electronic Resources Librarian) is leaving to be library director at Park University near Kansas City. UNK will therefore be short-staffed in the fall, but this offers an opportunity to reconfigure positions as well as make other changes.

She also spoke of acquiring two light-weight exercise bicycles with attached desk tops in the library.

Denise Harders –

Denise indicated some busy times recently for Central Plains Library System with Summer Reading Program workshops, and the System's annual meeting which was held here at Kearney Public Library. She said that CPLS has five new board members.

The challenge in the System is the many schools that are putting people in school libraries that have no library background or training, often with collections that have not been weeded for a long time. In some of the smallest schools, the person in charge of the library has multiple responsibilities. A challenge for one public library – Bartley Public Library had its roof/ceiling cave in.

Cecelia Lawrence –

A recent success was the library sending two library board members, one city council person, and eight staff to the PLA conference which took place in Denver. Another success – a library staff member set up a thumbprint card for kids – to help in cases of missing children. The library has a new HVAC system. Cecelia noted that this year's SRP theme was wonderful. One county commissioner brought his grandson to sit in the race car that was part of SRP this year. She also noted the popularity of the Makerspace the library has set up.

The budget process is underway. The library will be "virtualizing" its entire staff network. There are city officials who believe that tax dollars should not be spent on public computers. The library will be serving as one of two sites for this year's Chautauqua, "Legacies of World War I." Cecelia also said that Karen Shoemaker did a wonderful program on her book, *The Meaning of Names*.

The library has a lot of staff with 20 to 30 years of experience, and many of these folks do things for the library that they don't tell others they do. However, it will be a good experience to have Millennials on board, as staff turnover occurs.

The library is one of only two public meeting spaces in North Platte. The city used to have four such sites.

Charlene Rasmussen –

She noted that Wayne Public Library had to cut its budget mid-way through the year, and as a result, lost good staff. She also complemented the SRP theme saying that they expanded it to an adult program this year, including yoga, and adult coloring. The library recently announced that it had received a charitable remainder trust contribution. Library director Luran Lofgren is talking about retiring.

John Dale –

John said he had visited four libraries since the last Advisory Council meeting – among them three Presidential libraries – both Presidents Bush, and the Carter library. He was especially impressed with the George W. Bush Presidential Library & Museum in Dallas. He also visited Wayne State College’s Conn Library where the renovation project is to be completed sometime in 2017.

Julee Hector –

Julee spoke about Lincoln City Libraries’ all-fiber connection (funded by a grant from the Nebraska Public Service Commission) from the library to all public schools in Lincoln. Students can now bring their Chromebooks into the public libraries to work on their homework there.

This year’s SRP was online. There were some challenges with a new company in this process.

Beth Kabes –

Beth mentioned that she is director of the statewide education group entitled TLT (Teaching & Learning through Technology), which is just beginning. This group is organized at the ESU level. She discussed a pilot program, blended learning for state ESUs which involved 27 school districts from Pawnee City, to Mitchell, to Rock County. This involves using blended learning in the classroom as well as distributed education. Beth plans to visit all 27 schools twice during the project.

Kara Welch –

Kara spoke about Ainsworth Public Library’s big fund raiser – book gift baskets – which volunteers put together at no cost to the library. She also talked about the library’s “Garden Walk” which it does annually. She noted an increase in social media; said that the hog confinement plant south of town has brought an increased number of Hispanics to town; and indicated that the public library has had an increase in the number of five and six-year olds after school, resulting in its becoming a “baby-sitting station.”

In the school library Kara said that a new administration has come in, with an interim principal for the moment. She mentioned that last year the library had to house in-school suspension students all day long.

Susan Franklin –

Susan mentioned that Hastings College library completed inventory, something not done in ten years. She also said that \$10,000 in rare books on Christian doctrine have been donated and will eventually come to the library. She shared the good news that four of the library’s ten student interns have said they are interested in going into libraries. Other good news is that the ACRL guidelines on information literacy have been accepted by the college, and they will be taught in every class. The new college chaplain will be in the library as a second location, every Friday morning for half an hour, in an effort to “make gratitude a part of the students’ lives.” He has provided writing materials to the library.

Susan’s challenge is that the administration will not allow her to have a cat in the library.

Joann Jackson –

Joann noted that she is now retired, and that YRTC has hired a full-time librarian. She is concerned, however, that the number of librarians in State of Nebraska HHS institutions is diminishing. Tom Schmitz, for example, has spoken of retirement for some years, and there are currently no librarians in Norfolk, Grand Island and Beatrice.

She is also concerned that the word on NebraskAccess has not gotten out to teachers in some of these institutional libraries.

Sherry Houston –

Sherry mentioned the lack of free public library services to 70,000+ people in Sarpy County. She said that some people get a free library card from Baright Public Library in Ralston, then use that to get service from Omaha Public Library and Do Space. She mentioned that the renovated space in Sump Memorial Library in Papillion looks very nice. She also said that Do Space has free apparatus pictures, and she stressed the need to help homeless people in libraries.

Laura Marlane –

The library is facing challenges with security issues for library staff at the downtown library. On the topic of technology infrastructure Laura noted that the library is working on a new website with BiblioCommons that will require less staff support. They are striving for a brand that will result in a consistent “voice” for the library. She said that, at least for the moment, the library is stuck with “dot.com” through Network Nebraska since it also supports the city and county technology needs. But that system was set up by someone who doesn’t understand technology. All OPL branches currently have cable modems; fiber is present at every branch, but it has never been connected. Laura says she is not going to let OPL miss this opportunity, and the mayor is supportive of this change.

Among other topics Laura mentioned the many talented staff; the 10% growth in summer reading (27,000 kids); another marriage resulting from OPL “speed dating;” the updating of the 2009 website; the mayor’s desire to have RFID in the library; the work with Omaha Public Schools to have PL branches in school libraries; offering every child access to OPL using their student IDs; multiple resources becoming available from one stop; and multiple meetings with community stakeholders.

Julie Pinnell –

Julie said that Janet Jeffries, Student Services Librarian, has retired from the Perkins Library staff at Doane University, and that interviewing is going on. She also said that Doane is now offering entire degrees online including master’s degrees in management, and education. The university received a Title III grant this summer which is bringing new instructors onto campus. The president has moved his office to the old Conservatory, formerly the museum, so the latter is moving into the library.

Francine Canfield –

Francine said that the ILS Baright Memorial Library shares with OPL has no problems. She also noted that they have had an opportunity for some video work, resulting in two seventy-second videos on the library’s website covering library programs, and legacy and community issues. This was part of the library’s strategic plan.

She also said that the library had completed a community survey with 200 of 411 surveys returned. The City Clerk made an intern available to help with the survey. Among the findings – the “average” user is female and between the ages of 45 and 55. Francine also said that the library has experimented with two standing desks (Varidesk). Finally she noted that the mayor and city council are touring all city buildings.

New Business

Election of Council Vice-Chair

Cecelia Lawrence placed her name in nomination for the office for the remainder of this year and for all of next year. That motion was seconded by Susan Franklin and approved by acclamation.

There were no **Recommendations and Resolutions** brought before the Council.

The next meeting is scheduled for November 18, 2016 at the Nebraska Library Commission in Lincoln, beginning at 10 AM.

Rod Wagner thanked Matthew Williams for hosting the meeting today.