

OHIO LIBRARY COUNCIL
BOARD OF DIRECTORS
September 14, 2018

MINUTES

PRESENT	Kacie Armstrong, Euclid Suzanne Cline, Sidney Tom Dillie, Minerva Deborah Dubois, Mansfield Carol Herrick, Centerville Lynn Mercer, Zanesville Chad Seeberg, Marysville Nick Tepe, Athens Mark Whitaker, Loudonville Jeff Winkle, Findlay
ABSENT	Paula Brehm-Heeger, Cincinnati Andrew Mangels, Westlake Rick Rubin, Cuyahoga Falls
GUESTS	Beverly Cain, State Library of Ohio Meg Delaney, ALA Councilor Eric Vescelius, OPLIN Intern Don Yarman, OPLIN
STAFF	Doug Evans, Executive Director Jeanine D'Andrea, Director, Member Services Michelle Francis, Director, Government and Legal Services Lori Hensley, Director, Education and Events Angie Jacobsen, Director, Communications Denise Kise, Accounting/Data Services
CALL TO ORDER	Nick Tepe, Chair, called the meeting to order at 10:05 a.m. Don Yarman, introduced Eric Vescelius, OPLIN Intern for this semester, who is working on training materials.
APPROVAL OF AGENDA	Tepe noted there were additional background materials available including Item 3.B - Committee Appointments – 2019; 5.A - OLC Chair's Report Addendum; 5.E – Updated State Library of Ohio Report; and 5.G – Executive Director's Report Addendum. HERRICK MOVED AND DUBOIS SECONDED APPROVAL OF THE AGENDA WITH UPDATES. MOTION PASSED UNANIMOUSLY.
APPROVAL OF MINUTES FOR JULY 13, 2018	Tepe noted on page 1, under Approval of Minutes, the date of the minutes should be changed to May 11, 2018. DUBOIS MOVED AND MERCER SECONDED TO APPROVE THE JULY 13, 2018 MINUTES WITH THE NOTED CHANGE. MOTION PASSED UNANIMOUSLY.

FINANCIAL REPORT –
MONTH-END JULY 2018

Evans presented the financial report for month-end July 2018.

Revenue. Revenue to date exceeds budget projections by \$24,600, mostly dues to early Convention and Expo registrations and exhibitor fees as well as registration totals for 2018 continuing education conferences and workshops. Market volatility continues to impact investments, which for the year are \$17,300 under projections. Evans noted that the OLC investment advisor, Jim Mitchell of Morgan Stanley, will be retiring at the end of September. Other members of the Morgan Stanley team will be handling the OLC's account.

Expenses. Overall, expenses are under projections by just over \$2,500, which includes almost \$9,000 in accrued staff vacation time. The OLC's legal expenses for the year are more than \$11,000 under budget and catering expenses are more than \$6,000 under budget. Evans noted that a \$3,200 expense for supplies that appears on the 2018 expense statement should have been charged to 2017. Almost all other expense categories that are over budget are as a result in timing of payments. Overall, the year-to-date net change in assets is over budget by \$27,000 .
MERCER MOVED AND HERRICK SECONDED ACCEPTANCE OF THE FINANCIAL REPORT MONTH-END JULY 2018 AS PRESENTED.
MOTION PASSED UNANIMOUSLY.

OLC COMMITTEE
APPOINTMENTS

D'Andrea presented the proposed OLC Committee assignments for 2019 as recommended by the Appointments Committee. A few remaining open positions are expected to be filled within the next week or so. CLINE MOVED AND HERRICK SECONDED TO ACCEPT THE COMMITTEE APPOINTMENTS AS PRESENTED WITH ANY UPDATES TO GO THROUGH THE APPOINTMENTS COMMITTEE. MOTION PASSED UNANIMOUSLY.

RATIFICATION OF
ACTION WITHOUT A
MEETING

WINKLE MOVED AND WHITAKER SECONDED THE RATIFICATION OF ACTION WITHOUT A MEETING: RECOMMENDATION OF THE OLC APPOINTMENTS COMMITTEE OF THE 2019 OLC CONFERENCE CHAIRS AND THE ON-DEMAND/LEARNING EDUCATION PROJECT AS FOLLOWS:

LIBRARY SAFETY AND SECURITY CONFERENCE: ANITA WOODS, ASSISTANT DIRECTOR, WESTLAKE PORTER PUBLIC LIBRARY.

COMMUNITY ENGAGEMENT: AMBER BERTRAM, ADULT SERVICES LIBRARIAN, TOLEDO LUCAS COUNTY PUBLIC LIBRARY.

LIBRARY FACILITIES MANAGEMENT: TRAVIS BAUTZ, DIRECTOR, MIDPOINTE LIBRARY SYSTEM

ON-DEMAND/SELF-DIRECTED ONLINE EDUCATION PROJECT: MARIA FESZ, MUSIC AND ART SPECIALIST LIBRARIAN, WESTLAKE PORTER PUBLIC LIBRARY. NOW WORKS AT OVERDRIVE.

MOTION PASS UNANIMOUSLY.

It was noted that Maria Fesz was on staff at the Westlake Porter Public Library when she first volunteered but has since accepted a position at OverDrive. The Board agreed that while having an employee of a vendor may raise some concerns, Fesz should remain as chair of the On-

Demand Education Project. The Appointments Committee will monitor the situation and suggest any modifications if necessary.

OHIO OPIOID EDUCATION ALLIANCE PARTNERSHIP

Evans presented information about an education program initiated by the Nationwide Insurance Foundation titled the Ohio Opioid Education Alliance Partnership, which is committed to raising awareness about the opioid epidemic in Ohio. Evans and Francis were invited by Pat Losinski, Director, Columbus Metropolitan Library, to meet with Chad Jester, President of Nationwide Foundation, to discuss how the OLC may be involved as a partner in the alliance. The OLC can advance the campaign through libraries by educating their staffs as well as their patrons. As a partner, the OLC's logo would appear on the sponsorship page along with the other associations and corporate partners supporting the campaign. The OLC would not be asked to provide any financial support but will share education materials and information with its members. DUBOIS MOVED AND ARMSTRONG SECONDED TO APPROVE OLC'S PARTICIPATION IN THE OHIO OPIOID EDUCATION ALLIANCE. MOTION PASSED UNANIMOUSLY.

OLC STRATEGIC PLAN STATUS UPDATE

Evans presented a detailed update on the OLC's 2018-20210 strategic plan. He distributed a document that included a status report on the advocacy, education, information and organizational goals in the plan as well as objectives, strategies and tactics designed to address those goals. He noted that the OLC staff as well as the Committee and Division action councils had completed a significant amount of work in the first eight months of 2018 to address many of the objectives in the three-year plan. He also noted that many of the objectives are ongoing and that the strategies and tactics to accomplish them will change as circumstances evolve during the next few months – e.g., new Governor, changes in the General Assembly, new leadership in state agencies, etc.

Evans noted that while a lot of work in advocacy has been focused on preparing members for engagement in the state's FY19-20 budget discussion, the OLC has also responded to select bills that have been introduced as well as proactively positioned libraries as an integral part of the state's efforts in workforce transformation and other programs initiated by various state agencies.

In education, the OLC has successfully transitioned from its traditional Chapter Conference programming to presenting more targeted, subject-specific professional development events. The 2018 conferences were well received and the 2019 events will address critical areas of need in the library – safety and security, facilities management, and community engagement. The OLC's educational programming remains focused on addressing the core competencies in library service and is evolving as members' needs change, e.g., the proposed on-demand, self-directed online education module.

In the areas of communications, the OLC's efforts also continue improve and incorporate traditional as well as evolving modes of messaging to communicate with members. More timely information is being pushed out to members in a variety of formats to support the OLC's advocacy and education efforts and help libraries effectively communicate with their customers.

Objectives in the strategic plan that need to be addressed include effectively identifying and responding to emerging trends, developing practical tools for libraries (e.g., sample policies and procedures, toolkits for effective communications and marketing, etc.), and continuing to develop opportunities for member engagement and leadership.

Board consensus was that a lot of work had been accomplished in the first eight months of the year and a significant amount of progress had been made on many areas of the strategic plan. They complemented the format of the report and thought it was an effective way to provide a status update to the Board and membership.

ALA ORGANIZATIONAL EFFECTIVENESS STUDY

Delaney reported that ALA councilors had been encouraged to engage the leadership from their respective states in a conversation about “what it would take to align ALA’s organizational structure, policies, and rules with the Association’s 21st century values, key action areas and strategic directions.” She asked for the Board’s feedback on the following questions:

- What do you think is the most important thing to do to improve ALA’s effectiveness?
- What if ALA had a much stronger relationship with State Chapters/State Associations – one that would be supported by an effective structure?
- What could ALA do to improve the governance structure and engagement of members?
- If there was no ALA, or no state chapter affiliate, what would your ideal library association look like? What component would be included?

The Board members’ responses to the questions and general comments were recorded and Delaney will compile a report to the ALA. Delaney said she would consider forwarding the OLC’s strategic plan and the latest status report to the ALA as an example of how to effectively present a plan.

STATE LIBRARY REPORT

In addition to her written report, Cain highlighted the following:

State Budget. The State Library is in the process of developing its budget request for the state’s FY20-21, which is due to the Office of Budget and Management by Oct. 15. A letter to OBM Director Tim Keen requested that the State Library’s funding be returned to previous levels.

Staffing. Michael Campbell has been hired as a Document Delivery Technician. Missy Lodge is retiring at the end of September. All OLC Board members are invited to attend her reception on Mon., Sept. 24 from 1-5 p.m. Evan Struble has been selected as the new Associate State Librarian for Library Development.

LSTA Grants. Thirteen applications for LSTA competitive grants are now going through a technical review, and then will be sent to LSTA review team.

GOVERNMENT AND
LEGAL SERVICES
REPORT

State Library Board. Laura Gemmill Arp's term on the State Library Board ends on Dec. 31, 2018. A call for nominations went out the week of Sept. 10. The State Library will make a recommendation to the State Board of Education in October.

Francis reported on the following:

Public Library Fund. The Ohio Department of Taxation has posted the September 2018 Public Library Fund distribution. Once again, state revenues continue to exceed estimates. Two months into Fiscal Year 2019, state revenues are \$16.2 million or 0.8% more than estimates.

Advocacy Information/Training. Locations are being secured for the regional "Road Ahead" advocacy meetings this fall with the Legislative Network. They will commence following the Convention.

Lynda.com. The OLC and OPLIN hosted a training and marketing webinar on the LinkedIn/Lynda.com service. It included tips on how to use the new Lynda.com toolkit.

Francis met with staffs from the Ohio Chamber of Commerce and Ohio NFIB to talk about how the Lynda.com resources may benefit their members.

Ohio House Public Service Announcement. Rep. Rick Carfagna (R-Westerville) attended the Lynda.com news conference and has volunteered to do a public service announcement to promote the service statewide. The PSA also will feature Erin Francoeur, Director, Westerville Public Library, and recorded footage from the library.

Convention. Francis will co-host a session at the OLC Convention on Thurs., Oct. 4, entitled "Who's Lynda?" She and OLC counsel Jason Elvers also will present "Frequently Asked Legal Questions" Fri., Oct. 5.

Drag Queen Story Times. Francis received a phone call from the Speaker of House, who was contacted by the Family Policy Alliance - affiliated with Focus on Family, who expressed concerns with Drag Queen Story Times in libraries around the state. The group has previously put out a call to action, encouraging their members to contact the ALA and their respective state legislators. The OLC is aware of three libraries that have hosted drag queen story times during pride week. Indications are that no public dollars were used to pay the performers. However, legislators who have concerns could use it to undermine efforts to increase the PLF in the next state budget. While the OLC does not want to censor libraries or discourage any programming that may be in response to community requests, libraries should be fully aware of possible public response.

COMMUNICATIONS
REPORT

Jacobsen reported on the following:

Lynda.com. The availability of Lynda.com in libraries throughout Ohio has received nationwide publicity. More than 70 news outlets around the country have reported on the new service.

A Lynda.com toolkit has been created for libraries, and features sample letters, webpages, news releases, and more. The toolkit is the second most-viewed page on the website.

Julie Palmer from Lynda.com and one of her associates will be available at Convention in the Expo hall and at the special breakout session to address questions from library staff members.

Awards and Honors. Information about the OLC 2018 winners have been reported by news outlets around the state.

Convention and Expo. The on-site program has been reviewed and is ready to go to press. A link to the Convention App will be sent to registrants via broadcast e-mail on Sept. 28.

CHAIR'S REPORT

Tepe reported on the following:

Joint Conference of Library Associations. Representatives from the OLC, OELMA, and ALAO continue to meet to talk about a collaborative event. The goal of the event is to break down barriers and overcome constraints between public, school and academic libraries by building relationships, fostering collaboration, and increasing awareness among the different types of libraries throughout the state. We want to build on our dedication to our profession, our trust of each other and our enthusiasm for new and innovative approaches to our work. A request for proposals is being drafted to identify a consultant who can assist with the program design and possibly serve as the keynote/facilitator of the event.

2019 Board Officers. The 2018 officers will be meeting to discuss officer nominees for 2019. Any Board members interested in serving in an officer role next year should contact Nick.

BOARD MEETING DATES – 2019

Evans noted the proposed OLC Board meeting dates for 2019 include: Fri., Jan. 18; Fri., March 15; Fri., May 17; Fri., July 19; Fri., Sept. 13; and Fri., Nov. 15. Any conflicts should be reported, and the dates will be approved at the meeting on Nov. 16.

2018 ELECTIONS REPORT

The background packet included a report on the outcome of the Board of Directors and Division action council elections for 2019.

OPLIN REPORT

Yarman reported on the following:

SecurityIQ Phishing Education. OPLIN is contracting with SecurityIQ to provide licenses for libraries to probe their staff for susceptibility to targeted email phishing attacks, especially HR information.

E-Rate Webinars and Work Days. To make the E-rate application process easier, OPLIN has again contracted with Lorrie Germann and designed shorter, targeted training designed to walk libraries through the forms libraries need to submit.

OPLIN Stakeholders. The OPLIN Stakeholders meeting will be held at the OLC Convention on Thursday afternoon.

OPLIN Board Meetings. The meetings have been moved to the first Friday of the month.

EXECUTIVE DIRECTOR'S REPORT

Evans reported on the following:

OLC Business Services Initiative. Staff met with members of the Ohio School Boards Association staff to discuss how their current school superintendent search services may be expanded to include public library directors. A draft proposal received from OSBA will provide a good framework for future discussions. A report on the OSBA proposal as well as any other options will be shared with the Board.

Audit of Internal Technology Review and Action Plan. The OLC has conducted an in-depth review of its information technology network security, data back-up systems, and disaster recovery plans. Dayton Back-Up LLC has been retained to provide the necessary services. They will continually monitor the OLC's networks. The cost includes an initial investment is \$1,900 for on-site hardware and \$630 per month for local and remote backup (\$475) and monitoring and disaster recovery services (\$155). In addition, Dayton Back-Up LLC can provide IT consulting services, upon request, for \$110/hour.

OLC/COSE Health Insurance Consortium. The agreement between the OLC and COSE to open the COSE Multiple Employer Welfare Arrangement to qualifying OLC Institutional-member libraries has been signed. The OLC and SEBO will be working with COSE and Medical Mutual of Ohio to customize promotional materials and information.

OLC/COSI Grant Proposal for Library STEM Programming. The original concept of initiating the program in Ohio and then expanding it into other states and then possibly nationwide has been restructured following a conversation with a representative from IMLS. The second draft now focuses on conducting the research only in Ohio and only on adult-focused STEM learning.

Several Board members expressed concerns regarding the perceived limited amount of activity in this area, the length of the time frame to release the findings, and the dollar amount of the grant. Evans will share these concerns with the representative from COSI.

Clermont County Public Library. Evans reported that Chris Wick, Director, Clermont County Public Library, had contacted him to discuss the possibility of the library returning as an Institutional member. The library board asked if they could get a discount on the OLC's annual Institutional dues. It was the consensus of the OLC Board that a discount would not be appropriate.

Convention and Expo. Evans reminded Board members attending the Convention and Expo that they are invited to attend a reception in his suite on Wed., Oct. 3, from 7:30-8:45 p.m. to thank volunteers for their work.

EDUCATION AND EVENTS

Hensley reported on the following:

Professional Development Committee. The committee is hoping to enhance its position as resource for Division action councils and Committees. The committee will go from six meetings each year to four. The new professional development "Idea Box" is intended to assist units with education planning. Dubois suggested that the Idea Box appear in every issue of *Access*.

2019 Initiatives and Conferences. Staff and the 2019 conference chairs held an orientation on Fri., Sept. 7. The chairs will begin populating their committees by Oct. 15.

Convention and Expo. Registration numbers appear to be on par with past years. Exhibitor booth sales currently stand at 75. Sponsorships to date total \$14,500 (of the \$16,000 goal).

2019 Convention. Applications for the position of Assistant Chair of the 2019 Convention and Expo Program Committee are due by Oct. 15.

2020 Convention. Bids are currently being reviewed for possible sites for the 2020 OLC Convention and Expo.

MEMBER SERVICES REPORT

D'Andrea reported on the following:

Membership Committee. The next meeting of the committee was originally scheduled for Oct.18, but has been rescheduled to Oct. 11.

Convention and Expo. Board members are encouraged to attend the Awards and Honors Luncheon on Wed., Oct. 3, at 12:15 p.m. and the New Member Meet and Greet on Wed., Oct. 3, from 5:15-5:30 p.m. outside of the Kilimanjaro Ballroom.

Leadership Conference. Invitations have been sent to the Division action council members and Committees. Board liaisons are encouraged to attend the conference on Wed., Nov. 7, at the Crowne Plaza Hotel.

2019 Board Liaisons. The report included a proposed list of Board liaison assignments to Division action councils and Committees, which needs to be finalized by the Leadership Conference. The four newly-elected Board members and Tepe will need to be assigned liaison roles.

ADJOURNMENT

The meeting adjourned at 1:20 p.m.