

GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Monday, November 16, 2015

4:00 p.m.

MINUTES

*Greensboro Public Library- Central Branch
219 North Church Street – Hemphill Board Room
Greensboro, NC*

	<u>(Voting) MEMBERS ATTENDING</u>	<u>STAFF</u>	<u>ABSENT</u>	<u>LIAISON</u>
1	Chappell, Carolyn (Chair)	Keesee, Dena	Anderson, Donna	Cashion, Kay (absent)
2	Cramer, Sandra (Vice Chair)	Blanton, Brigitte	Atkins, Trudy	
3	Carlson, Chris		Cox, Netta	
4	Cutler, Ivan		Smith, Penelope	
5	Espinola, Mary		Taylor, Willie	
6	Fuller, Viola			
7	Williams, Lea			

CALL TO ORDER

- Carolyn Chappell, Chair, called the meeting to order at 4:01pm.

REPORT OF CHAIR – Carolyn Chappell

- Chair reported approval of minutes would be held until quorum was present.
- Chair announced that Advocacy-in-Action Subcommittee passed with (8) yes votes and (2) volunteers (Ivan Cutler and Lea Williams). Advocacy-in-Action Subcommittee Charge read to Board (*see Attachment One*).
- Comments:
- Advocacy can be appealing and does not always have to be about funding.
- Should reflect on the good the Library has to offer.
- Chair will reach out to Board Member, Netta Cox regarding serving on Subcommittee.

DIRECTOR'S REPORT – Brigitte Blanton

- Director shared with the Board a Resolution presented to the Community Services Council Committee on Thursday, November 12, 2015 (*see Attachment Two*). The Resolution requested approval of a lease agreement between the City of Greensboro and Say Yes To Education for the rental of two spaces located at the Central Library (previously the coffee shop area located on the first floor.) The Executive Director and Scholarship Director of Say Yes Guilford will occupy the leased space. Say Yes will invest \$120,000 to up-fit the space, with the lease term being six years. Say Yes will offer career counseling, FAFSA collaboration with the Library and the Library will have a presence on their taskforces. The Resolution and Lease Agreement will be presented to City Council on Tuesday, November 17, 2015.
- Comments:
- Will there be signs on the windows?
- Who will introduce the Resolution to City Council?
- Yes, there will be signs. The Resolution and Lease Agreement will be on Council's Consent Agenda.
- If Council has questions, who will they call on?

- The Library Director or Assistant City Manager, Chris Wilson.
- Director referred Board to the NCLA Conference that took place at the Koury Convention Center October 20-23, 2015. Greensboro was represented well. City Manager, Jim Westmoreland gave remarks at the Opening Session on October 21st expressing how the Library affects the City. As a committee member, Director was able to recommend the location for the Endowment Dinner at Blandwood Mansion and the All Conference Dinner at the Historical Museum which hosted over 350 and collected \$500 in shop sales that evening.
- NCPLDA has chosen the Glenn McNairy Branch to receive their Facility Award (*see Attachment Three*).
- September 2015 PM (Public Management) ICMA publication: “Strengthening The Library’s Strategic Role” – Comments by Library Director, Brigitte Blanton, on page 10 (*see Attachment Four*).
- Reading Assignment: “Libraries at the crossroads” - Pew Research Center, September 15, 2015. Look for points of strong advocacy.
- What is the article about, briefly?
- Basically, libraries as a place, a crossroads – embracing the new.
- Director completed a book review for Wake Forest University’s Head of Continuing Resources and Database Management on “The Purposed-Based Library: Finding Your Path To Survival, Success, And Growth” by John J. Huber and Stephen V. Potter.
- Comments:
- What does an ideal community look like?
- What can you build on?
- Build a bridge to make it happen. Bring the library and the community together. We get so specific; just because it works nationally, doesn’t mean it works locally.

REPORT OF CHAIR – Carolyn Chappell

- Chair called for approval of September 21, 2015 Board Minutes. Motion to accept by Sandra Cramer. Second by Lea Williams.
- Chair called for approval of October 20, 2015 Board Minutes. Motion to accept by Lea Williams with clarification of comment under Friends of Library Committee Report. Second by Sandra Cramer.

COMMITTEE REPORTS

Friends of the Greensboro Public Library – Lea Williams

- Book sale – good attendance. Best of the last three years. Heavy expenses were incurred during the last three book sales in order to improve the appearance of the sale. There should be lower expenses going forward. Waiting on net profit amount, but gross sales over \$5,000.
- Met with Suzette Pell, a retired attorney and judge, who has agreed to chair the Friends annual meeting luncheon planned for May 19, 2016. The proposed venue is the Revolution Mill Events Center. Excited about Suzette as new Chair. She has outlined plans for the luncheon. Will be sending invitations out in the Spring. Raised over \$1,000 at Annual Luncheon in May 2015. Plan to seek table sponsors again for 2016 event.

Advocacy – Willie Taylor (absent – no report)

Historical Museum – Chris Carlson

- Museum Shop Event: Saturday, November 14, 2015 (1:00pm-4:00pm) – celebration of local foods, artisans at the Museum Shop. Two-thirds of the Board attended and/or volunteered and there was a great turnout.
- The Museum has a new shop manager who has vastly improved the merchandise.
- The Museum will be serving hot chocolate and selling crafts during and after the Greensboro Holiday Parade.

- The Museum is already making plans for next year. A few events include a Museum birthday celebration in March, the presentation of a new exhibit to coincide with the new park opening in May/June, and a 1950's or 1960's Flashback event in July.
- The goal for 2016 is to have the Board of Directors united in one vision, channel energy in same direction; how can they serve the community – through the Museum.
- The Museum will be working on more general brand building marketing next year, in addition to supporting events.
- Comments:
- John Motley Morehead, builder of Blandwood Estate is buried in the First Presbyterian graveyard just behind the Museum. July 4, 2016, Governor Morehead will have been 220 years old. Preservation Greensboro's 50th Anniversary event will be presented by the Governor Morehead Forum for Economic Development on February 10, 2016. Perhaps there should be an event at the Museum surrounding these facts.

OLD BUSINESS

GSO Holiday Subcommittee Report – Mary Espinola

- Number 93 (position in Parade – almost at the end).
- One volunteer for balloon handler – Ivan Cutler's daughter, Alexa. Mary Espinola and husband will be back-ups.
- Ivan Cutler suggested his costume, the "Library Card" read "The gift that keeps on giving" on the front.
- Mary Espinola suggested the back side read "And what a gift it is."
- Subcommittee voted not to distribute candy.
- Need another balloon handler.
- Need permission slips/forms (seek info from P/R and/or Legal).

NEW BUSINESS

- Board voted to cancel meeting scheduled on December 16, 2015. Motion by Ivan Cutler. Second by Mary Espinola.

Meeting adjourned at 4:51 p.m.



Greensboro Public Library

BOARD OF TRUSTEES

Advocacy in Action Subcommittee

November 16, 2015

Charge:

The Advocacy in Action Subcommittee will provide an organized approach for board members and others to advocate for the GPL at Town Council and County Commissioner meetings and any other forums that may be appropriate.

Tasks:

The subcommittee will

- Create a schedule of Council and Committee meetings for the upcoming year
- Solicit Board Members and others to sign up to speak at specific meetings.
- Be mindful to choose meeting attendance strategically, avoiding over exposure.
- Provide speakers with possible subject matter for speeches
 - Board Members should strive to be first speaker(s)
 - Speeches should be short, positive, and informative
 - When possible, highlight a special library program or event
- Consider other opportunities for board advocacy for the library, such as writing letters to the editors of various local publications
- All of the above should be taken under the advisement of the Library Director

Length of term:

The subcommittee is commissioned to be in place for one year. At the end of that year, its efficacy will be re-evaluated by the board. The first term will be from 12/1/15 to 12/1/16.

Volunteers:

- Ivan Cutler
- Lea Williams

RESOLUTION APPROVING LEASE AGREEMENT WITH SAY YES TO EDUCATION

WHEREAS, after a national search, Guilford County is the next Say Yes to Education (Say Yes) community;

WHEREAS, Say Yes is a nonprofit organization founded in 1987 by money manager George Weiss;

WHEREAS, Say Yes provides an unprecedented opportunity for the community to work together to ensure that every graduate of Guilford County Schools can receive a post-secondary education;

WHEREAS, Say Yes will have offices in Greensboro and High Point to provide service to the community;

WHEREAS, Say Yes has requested to lease space for the Greensboro office at the Greensboro Public Library located at 219 North Church Street, said proposed lease presented herewith this day;

WHEREAS, the City has a designee on the Operating Committee, Scholarship Board and Community Leadership Council and through the development of taskforces there will be continued opportunities for collaboration and coordination which shall include the Greensboro Public Library;

WHEREAS, the proposed lease is for six years and Say Yes to Education will be responsible for all improvements to the space which is currently vacant;

WHEREAS, there will be minimal budget impact to the City as Say Yes to Education will be responsible for the improvements as well as all janitorial services, phone and data lines.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That the proposed lease agreement presented herewith this day between the City of Greensboro and Say Yes to Education for space in the Greensboro Public Library located at 219 North Church Street is hereby approved.



GREENSBORO

**GREENSBORO PUBLIC LIBRARY
FOR IMMEDIATE RELEASE**

Contact: David Theall
(336) 373-2270
David.Theall@greensboro-nc.gov

Greensboro Public Library and Director Earn Accolades

GREENSBORO, NC (December 18, 2015) The North Carolina Public Library Directors Association recently selected the Greensboro Public Library for an **Outstanding New Library Facility Award** for the new Glenn McNairy Branch at 4860 Lake Jeannette Rd. Among other criteria the award recognizes functionality of the building, incorporation of new technologies, appealing interior design, well-designed furnishing and creativity in design.

The McNairy Branch opened August 2014 and features collaborative work spaces, a kiosk for checking out laptops and iPads as well as a 3-D printer. With strong support from nearby residents, McNairy has quickly become one of largest circulating branches in the system.

Additionally, Library Director Brigitte Blanton has been selected by the Library and Information Studies Alumni Association (LISAA) Executive Board at the University of North Carolina at Greensboro as the recipient of the 2016 Beatrice Kovacs Award for Outstanding Alumni Achievement. Per the UNC-G LIS department, "The Kovacs award is presented annually by the UNCG-LIS Alumni Association to a graduate of the UNCG Department of Library and Information Studies who has made significant contributions to libraries, library users, and Information Studies. The award honors former faculty member Dr. Bea Kovacs and recognizes individuals whose service to community and career achievements reflect those exemplified by Dr. Kovacs."

To learn more about the exciting programs and resources at the Greensboro Public Library visit: www.greensborolibrary.org.

STRATEGIC ROLE

PREPARE TO FOCUS ON PUBLIC ACCESS TECHNOLOGY

By Rashad Young and Susan Benton



divide have been high priorities for the library, making public access technology a vital service.

The library had received an \$8 million Broadband Technology Opportunities Program (BTOP) grant in 2010 from the National Telecommunications and Information Administration of the U.S. Department of Commerce that supported significant expansion of technology infrastructure and services. Library Director Dionne Mack said the Edge assessment process helped the library develop strategies and priorities for sustaining progress made with BTOP funds.

“The benchmarks helped us take a more holistic approach to our digital strategy and reframed the way we talked about public access technology in our organization and in the community,” Mack said. “Before Edge, we weren’t thinking about all the details and options such as a technology petting zoo to introduce new technologies.”

Technology petting zoos have been used in libraries in recent years to give both patrons and staff an opportunity to try out tech devices with guidance from expert staff in a relaxed and supportive atmosphere—like a library “genius bar.” Typical services in a petting zoo include one-on-one scheduled visits, tech fairs, and group coaching sessions. E-readers and tablets from different manufacturers are the most common devices in library petting zoos.

Two significant outcomes of the El Paso library’s assessment process have been developing staff technology expertise to support patrons’ needs and shaping the library’s technology future by establishing an expanded program of technology classes, all conducted by library staff.

Of the library’s 148 employees, 68 are now teaching computer classes. In 2014, the library conducted more than 2,600 technology classes attended by 20,000 residents. Despite a 25 percent reduction in staff when the BTOP grant ended, the library has been able to offer the same or higher level of technology services by engaging staff in new ways.

FIGURE 3: Sample Edge Peer Comparison Report.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy	30	44	74
	2. Digital tools and resources	40	68	105
	3. Meeting key community needs	45	71	130
	TOTAL	115	183	310

Greensboro, North Carolina, public library has focused its assessment and action planning primarily on benchmark nine which addresses devices and bandwidth to accommodate user demand. While library bandwidth was adequate, the number of device hours available on a per capita basis was lower than desired.

In order to meet the need for more computers, the library created a laptop lending program for use inside library branches that provided more space and flexibility in library buildings. Library users are able to check out an Internet-enabled laptop for use anywhere inside the library for specific time periods. Laptops must be checked back in before the user leaves the library.

Beyond specific actions that emerged from the assessment report, Library Director Brigitte Blanton said the process of working through the benchmarks and indicators broadened the library’s approach to its public access technology services. “Edge made us think,” Blanton said. “As much as we strive in public libraries to be inclusive, we sometimes define our work in narrow ways. Edge forces you to think and test assumptions about services and resources.”

Meeting Future Public Access Technology Needs

Technology is evolving at a rapid pace and becoming even more important to daily life. This makes the public library’s role as a trusted technology guide and go-to resource increasingly vital.

For city and county managers, the Edge system provides tools for assessing, improving, and demonstrating the value

of public access technology services in order to create a business case for why investments are important and how those investments contribute to improved community outcomes.

“Edge is a serious, legitimate tool that gives me valuable data for decision making and tells me where my library stands in relation to other public libraries,” said Harry Tuchmayer, director of the New Hanover County, North Carolina, library. “The backing of the Bill & Melinda Gates Foundation, and national organizations such as ICMA, make it [Edge] even more valuable.”

To ensure that the Edge approach to assessing and planning for public access technology remains current, benchmarks and indicators will be reviewed and updated periodically. For library staff, the opportunity to go through an assessment process again a year later to measure progress and revisit indicators is exciting.

“We want to ace it someday,” said San Antonio Public Library Performance and Innovation Manager David Cooksey. **PM**



RASHAD YOUNG is city administrator, Washington, D.C., and a member of the executive board of the Urban Libraries Council (rashad.young@dc.gov).

SUSAN BENTON is president and CEO, Urban Libraries Council, Washington, D.C.: (susanbenton@urbanlibraries.org).

The authors want to thank the staff members of these library systems for their contributions to this article: El Paso, Texas; San Antonio, Texas; Greensboro, North Carolina; Alexander County, North Carolina; New Hanover County, North Carolina; Guthrie, Oklahoma; Anchorage, Alaska; and Mifflin County, Pennsylvania.