

**GOVERNOR'S ADVISORY COUNCIL ON LIBRARY DEVELOPMENT
DECEMBER 12 AND 13, 2005
HARRISBURG, PA**

**MINUTES
Minutes Approved**

Present: Matthew Flynn, Chair
Kathryn Stephanoff, Vice Chair
James Byrnes
Sara Jane Cate
Robert Gallivan
David Mitchell
Dr. Larry Nesbit
Raymond Sobina
Joanne Vavrek
Susan Zug

Ex-Officio: M. Clare Zales, Deputy Secretary for Libraries & Commissioner for Libraries

Office of
Commonwealth Caryl J. Carr, Director, Bureau of State Library
Barbara W. Cole, Director, Bureau of Library Development
John Emerick, Chief, School Library Services, Bureau of Library Development
George Friedline, Chief, Collection and Technical Services, Bureau of State Library

Libraries: Rita Harries, Executive Secretary, Office of Commonwealth Libraries
James Hollinger, Chief, Library Improvement, Bureau of Library Development
Jeanne Metcalf, Administrative Officer, Office of Commonwealth Libraries
Susan Pannebaker, Youth Services Advisor, Bureau of Library Development
Susan Solarczyk, Executive Assistant, Office of Commonwealth Libraries
Judith Townsend, Chief, Public Services, Bureau of State Library
Elizabeth Urling, Supervisor, Outreach Services, Bureau of Library Development

DECEMBER 12, 2005

Flynn convened the meeting at 6:00 p.m. in the William Penn Room of the Hilton Hotel & Towers, Harrisburg, Pennsylvania. After dinner, the following associations presented reports.

Pennsylvania Citizens for Better Libraries (PCBL)

Carolyn Pfeifer, Executive Secretary, reported that Sara Oates completed her term as PCBL president; Phil Albright is the new president. Albright was the recipient of the PaLA 2005 Trustee of the Year. He was unable to attend this meeting but looks forward to attending in 2006.

Communication: The PCBL newsletter has been renamed *Connection* to reflect the goal of helping Friends of the Library groups become more informed about similar organizations. PCBL also expects to assist Friends in their role as advocates for libraries. New features are being developed for this newsletter.

Membership: PCBL held a June 4 Institute in Greensburg. A number of valuable presentations and work sessions focused on fostering positive relationships between Friends, staff, and trustees; how to get groups up and running; how to develop community partnerships and how to obtain mini grants. PCBL also joined PaLA in sponsoring Legislative Day in Harrisburg on June 7th. Sixty-nine Friends of the Library Groups are registered as affiliate members under the PCBL IRS 501(c) 3 umbrella.

Meetings: The PCBL annual meeting was held during the PaLA conference in Hershey. Achievement awards were presented, including an award for Lifetime Achievement to Robert Gallivan. Dr. Carla Hayden, Executive Director of Enoch Pratt Free Library in Baltimore, MD spoke regarding the importance of libraries. The 2006 PCBL Institute will be combined with the two Library Trustee Institutes. PCBL is committed to be

the leading advocacy organization for library users and Friends of the Library groups throughout the state. PCBL is using site visits, a LISTserv and the PCBL website <http://www.pcbllpa.org> to assist support groups.

Pennsylvania Library Association (PaLA)

PaLA President Catherine Alloway reported PaLA has 1,603 personal, 274 institutional and 13 commercial members. Membership has been adjusted to give 12 months of membership from the time of enrollment.

Advocacy: PaLA had some success in helping to gain additional public library funding, but fell short of the levels that would have prompted additional incentives for local funding. Legislative Day on June 7, 2005 was a strong advocacy activity. PaLA will continue to work on full restoration of public library funding.

Initiatives: PaLA is also exploring a "Knowledge Initiative" to fund electronic databases for academic libraries and small businesses. PaLA will continue to monitor and be active on key federal issues and assist the search for additional funding for the Rare Books Room project at the State Library.

Public Relations: The annual Early Childhood forum was held in Harrisburg on April 14, 2005.

"*Pennsylvania Libraries: Learning Starts Here*," has been adopted as an official brand for PaLA and has improved library visibility and encouraged the public, educators, and local officials to become partners in early childhood literacy.

Annual Conference: The annual conference in Hershey September 25-28 had a record attendance with 1,158 registrants, speakers and vendors. The 2006 conference will be held November 11-15 at the Pittsburgh Hilton. A PaLA Futures Survey showed continuing education to be a highly valued aspect of PaLA membership.

Planning: PaLA initiated a campaign for funds to support the Association with a committee working with the Board of Directors to look at the long-term financial future of PaLA. The Futures Committee is working on a strategic plan for PaLA.

Pennsylvania School Librarians Association (PSLA)

PSLA President Anita Vance was unable to attend. A report is attached to these minutes as "Attachment A."

DECEMBER 13, 2005

Chairman Flynn reconvened the regularly scheduled meeting of the Governor's Advisory Council on Library Development at 10:00 a.m., December 13, 2005 in Room 317 of the Forum Building, Harrisburg, Pennsylvania.

ADOPTION OF THE MINUTES OF THE SEPTEMBER 25, 2005 MEETING

Gallivan moved to approve the minutes of the September meeting. Byrnes seconded the motion. The motion carried unanimously.

DEPUTY SECRETARY OF EDUCATION/COMMISSIONER'S REPORT

Commissioner Zales' written report is made part of these minutes as "Attachment B." Zales announced that the State Library Access Services Department Supervisor position is filled and the new librarian supervisor will begin duties on December 27th. Librarian II Emily Geschwindt, known for her outstanding genealogy expertise, announced a December retirement. With Emily's leadership the genealogy department has maintained its acclaim as one of the best genealogy libraries on the east coast.

Terms for four Council members expire in January 2006. Sara Jane Cate, David Mitchell, Raymond Sobina, and Kathryn Stephanoff each were asked to provide a resume and letter of request for reappointment. The Deputy Secretary will forward these items to the Acting Secretary of Education Dr. Gerald Zahorchak, who will, in turn, send recommendations to the Governor's Office of Boards and Commissions. The Board will accept the nominations or recommend other candidates.

The 2006-2007 Department of Education budget is now in negotiation with the Governor's office. An 8% overall increase in personnel expenditures is expected next fiscal year due to a two-stage salary

increase and increases in benefits costs. The Governor's formal budget announcement is made in February.

Zales mentioned how property tax reform could affect libraries. A library tax is a special purpose tax and therefore, must be a tax on property. This library tax can be imposed by municipal authority or be approved in a referendum. It is hoped that if property tax relief is included in the Governor's request for local tax reform, language could be developed to allow library taxes to be collected on sources other than property.

Massachusetts hosted the October meeting of the Council of State Libraries in the Northeast (COSLINE), which includes State Librarians and Directors of Library Development. Return on investments (ROI) - how to put a price on public library service and present that in terms of community revitalization and community economic development - is an item of common interest in the group. John Arnold, from Massachusetts, gave a presentation that he gives to his trustees and library directors. Using a systematic approach, he asks the Boards and Directors some very probing questions to get across what we are about, how we present ourselves and how we are perceived.

At their October meeting, the Council of State Libraries in the Northeast (COSLINE) directors focused on the need for continuing education in the public library community to prepare strong librarians for positions of leadership with a focus on the business and economics of library leadership. A four state (Florida, Georgia, Delaware, and Pennsylvania) IMLS grant proposal will be submitted to work with Drexel University to develop a doctoral program that is geared toward this level of expertise. Two librarians from each participating state would be eligible to receive a doctoral degree in library science at no cost. In return, the candidates would write their dissertation on a topic meaningful to Pennsylvania and would be required to provide feedback to help craft this executive leadership program. The program has the potential to influence MLS programs. We are working with other states to examine how to prepare the next wave of library directors to ensure they have the needed skills.

Zales announced a \$40,000 grant award from Verizon to purchase copies of *Inside Mouse, Outside Mouse* for the *One Book—Every Young Child* program.

SPECIAL REPORT

Interlibrary Loan Agreement for Services by the State Library of Pennsylvania- "Attachment C"

Raymond Sobina reported that the State Library has a longstanding and positive history regarding interlibrary loans and legal materials for inmates and that state correctional institutions (SCI) appreciate this very positive relationship. The State Library is often asked to assist if the SCI collection does not have the materials the inmates need and these requests have increased over the years because the incarcerated population has increased. Sobina reported that in the late 1970's there were nine prisons and 6,900 inmates in Pennsylvania. Today there are 25 state prisons and more than 41,000 inmates. Therefore, a new policy is needed that will require the institutional library system to work in house to meet the needs of inmates before sending requests to the State Library. Sobina expressed his appreciation to Carr, Townsend, and Urling for their efforts along with representatives of the Pennsylvania Department of Corrections.

Carr then reported on the details of the policy to be implemented. Sobina moved to ask Council to allow the State Library to continue to work with the Department of Corrections on the draft presented during this meeting to establish an SCI Interlibrary Loan Policy to be in place by July 1, 2006. Sobina also moved that the policy be tracked after it has been in place for six months to determine benefits or possible revision. Gallivan seconded the motion. Several grammatical corrections were offered to the document and Flynn stated that the final policy be accepted and approved by the Department of Education.

COMMITTEE REPORTS

Rare Books Renovation Project – Dr. Larry Nesbit, Committee Chair

Foundation: Larry Nesbit reported on the status of the committee's pursuit of a foundation established with The Foundation for Enhanced Communities (TFEC) as requested by committee members Representative Peter Zug and Jeanne Schmedlen, representing Speaker Perzel.

The issue of limits on the placement of state funds with a foundation was raised. PDE Legal Counsel Karen Seivard noted that since state funds cannot be invested for interest, it is preferable that state money not be placed with a foundation, but stay under the control of Mansfield University. Federal or grant funds can be maintained in a foundation. The process of setting up an account with TFEC is underway.

Transfer of funds: Nesbit submitted a letter for Council's consideration to transfer the 2005-2006 Capitol Preservation Committee funds in the amount of \$400,000 to Mansfield University, fiscal agent to the Rare Books Preservation project. A motion was made by Gallivan to accept the letter and funds transferred. Byrnes seconded the motion. Flynn and Stephanoff signed the letter of request.

Signature Authority: The Mansfield University Budget Office requested clarification on signatory authority to make expenditures against the Rare Book Renovation Project account because the agreement at Mansfield University naming Nesbit as the sole signatory authority expired a year ago. Despite this expiration date, the University continued to process expenditures in good faith, but now wants a formal signature authority on file. The accounting principles require two signatures. In previous circumstances requiring two signatures, Stephanoff signed on behalf of Council and Zales signed on behalf of the Agency. An example would be the signing of the letter of commitment with the Department of General Services. That model can be used for any transaction with Mansfield and with the Foundation that is to be established. Flynn pointed out that his signature or Stephanoff's as vice chair can be used as a signature for the Council.

Flynn recommended that Stephanoff sign for the Council and Nesbit sign as project manager. Flynn asked that Zales be included in the review and approval by the Agency, and that two of the three signatures be required for expenditures over \$500.00. Stephanoff suggested that perhaps it would be feasible to have three acceptable signatures: 1) The Commissioner for Libraries, 2) the Chair of the Renovation Committee and 3) either the Chair or Vice-Chair of the Council.

Byrnes made a motion to approve the policy change by which all transactions greater than \$500 require three signatures as stated above. Gallivan seconded this motion. Byrnes then made a motion that transactions less than \$500 be authorized by one signature (Project Committee Chair, Nesbit) with the approval of the Commissioner for Libraries, which can be done electronically. Gallivan seconded the motion. The motion passed unanimously. A letter will be sent to Connie Black in the Accounting office at Mansfield University outlining these accounting procedures.

Updated Expenditure Guidelines: Council established guidelines for project expenditures on September 9, 2003. Nesbit explained the guidelines are no longer appropriate as the project has grown in scope and complexity. He proposed a committee be appointed to draft a new set of guidelines for presentation at the March meeting. The committee, comprised of Nesbit, Zales, Stephanoff, Byrnes and Zug, will review the guidelines for expenditures and report at the March meeting.

At the December 12, 2005 Rare Books Committee meeting, Jeanne Schmedlen highly recommended that the committee hire Suzanne Yenchko as a grants writer to support the project. This issue should be considered when developing new guidelines, as the current guidelines do not allow the Rare Book Committee to hire staff.

Save America's Treasures Grant: The State Library received a \$250,000 grant from the National Endowment for the Humanities to conserve the Assembly Collection. With a \$250,000 required match,

\$500,000 will be available for the project. The match will be obtained from the Capitol Preservation Committee allocation. The sole source bid justification was written for the Conservation Center for Art and Historical Artifacts in Philadelphia to be the provider. After sole source approval, a contract must be executed between both the Office of Commonwealth Libraries and Mansfield University with the Conservation Center in order to spend money against that contract. Nesbit made a motion that Council supports this action and authorizes Commonwealth Libraries to proceed. The grant will be administered by the Department of Education and \$500,000 will be invested for the conservation of as many of the Assembly Collection volumes as possible. Byrnes seconded the motion. The motion carried unanimously. The Governor's Advisory Council authorizes Commonwealth Libraries to proceed. The grant becomes effective January 2006.

Construction Update: Nesbit provided an update on the project and circulated sample materials that will be used in the Reading Room. Ruthann Hubbert-Kemper is assisting with the hallway and reading room carpeting to ensure it properly reflects the architecture of the building. The project is on schedule and the goal of preserving this collection by stopping all factors that contribute to paper deterioration is within reach. In addition, the compact shelving will move in a gradual way that will facilitate the best possible air circulation without placing stress on the books themselves. The shelving is to be perforated to allow air to circulate through the books and remove the off-gases.

Zales thanked Representative Zug for his pursuit of additional capitol funding in 2006-2007 to enable the preservation to extend to the transitionally rare collection.

Nesbit submitted for Council's approval a financial report of Capitol Preservation Committee fund expenditures October 1, 2005 – December 31, 2005.

\$ 78.50 – Travel

\$ 591.00 - Purchase of a cassette recorder used during Rare Books Committee meetings

\$ 2,000.00 - Payment to Doris Dorwart for IMLS grant writing.

Mitchell moved to approve the expenditures. Gallivan seconded the motion. The motion passed unanimously. This report is made part of the minutes as Attachment "D."

BUREAU OF LIBRARY DEVELOPMENT

Return on Investment Study – Barbara W. Cole, Director, Bureau of Library Development

The Office of Commonwealth Libraries contracted with a consulting team to replicate a study done last year in Florida that showed for every dollar of taxpayer money invested in public libraries, the public receives \$6.84 in services and economic impact to the community. This study has potential as a great advocacy tool as it shows the economic value of libraries and their importance in the local community.

A Request for Proposal was issued with the consulting team that produced the Florida study selected for the Pennsylvania study. Jose-Marie Griffiths, dean of the Library School at the University of North Carolina-Chapel Hill; Don King, a long-time library consultant; Chris Tomer, associate professor at the University of Pittsburgh School of Information Sciences and Scott R. Beach, director of survey research at the University of Pittsburgh make up the team that will use the successful methodology from the Florida study.

Urban libraries, including the Free Library of Philadelphia, the Carnegie Library of Pittsburgh and the Allentown Public Library often struggle because of the nature of their municipal resources; therefore, it was decided to put a special emphasis on the return of investment in Pennsylvania's urban areas. A comprehensive study of the economic contribution and return on taxpayer investment in Pennsylvania's public libraries is proposed.

Public libraries allow their users to share knowledge and services that are a cost to taxpayers; however, all taxpayers in Pennsylvania benefit from the public library's contribution to education, the economy, tourism,

retirement, quality of life, and etc. Public libraries stimulate an economic ripple effect. The outcome will be measured through surveys and through the use of our own data and a random sample of households in the state. Draft surveys in conjunction with the initial meeting are in and the final report is expected in June 2006.

Cole reported on a different approach to ROI as presented at the recent COSLINE meeting. John Arnold, the Chair of the Massachusetts Board of Library Commissioners, looked at the economist's definition of the growth of economy from resources such as mining and agriculture. The next influence on the economy is commodities and goods; this is the manufacturing economy that was important to Pennsylvania for such a long time. Next is the service economy, especially noteworthy as manufacturing is moving to other countries in a global economy. Economists speculate that the final step is transformational experience. Arnold feels that libraries can make a great contribution to this highest level of economy that personalizes service and individual transformation because of how the services are used. Cole will investigate whether our return on investment team can include some survey questions concerning the transformational step. This is not a new concept because years ago the American Library Association developed a "*Libraries Change Lives*" campaign.

Trustee Training Toolkit - James Hollinger, Chief, Division of Library Development

There is a body of information public library trustees need in order to correctly fulfill their responsibilities. The Bureau of Library Development conducts two Trustee Institutes each year, but usually reaches between 350-375 trustees per year when there are several thousand trustees. To reach more trustees, The Ivy Group was under contract with the Bureau of Library Development to develop a trustee toolkit specifically to be a bi-modular approach to training that can be conducted on-location in the libraries. In this way, a library board can participate in a ten-minute segment on a particular topic. In a few months time 67 trustees received training and the results are already evident. For example, a district consultant in Westmoreland County conducted a presentation and as a result one board increased their library director's salary by 40% and is now allowing their director to attend their Board meetings. Another library is finally developing a proper budget. The training is working - it is providing much needed practical information and the need for educating library trustees became evident particularly in small, rural libraries. One library system is providing a \$200 incentive for each library to send someone to a training institute. Hollinger circulated a sample of the trustee training toolkit that was provided to each district library center, and every system headquarters. It is available on a compact disk and is available on our website.

One Book – Every Young Child (Power Point Presentation) – Barbara W. Cole

The 2006 statewide one book program selected the children's book *Inside Mouse, Outside Mouse* by Pike County resident, Lindsay Barrett George. Collaboration includes the Children's Museum of Pittsburgh, the Philadelphia Please Touch Museum, the State Museum of Pennsylvania and the Departments of Education and Welfare and a new partner Pennsylvania Public Television Network (PPTN.) This program will encourage the adults in children's lives to understand the importance of early literacy activities, including reading to a child, that promote learning once children enter school. Programs will also be concentrated in certain rural and urban areas to reach children living in poverty and facing other known risk factors. The committee is working to increase collaborations among agencies that support early learning. The kickoff event will take place April 6th at the Early Learning Forum, but Cole asked that Council reserve the evening of April 5th for an invitation-only reception in the State Museum that will include legislators and other officials. Lindsay Barrett George will be present to sign books.

Cole announced a \$40,000 grant from Verizon that will come through the Carnegie Library of Pittsburgh who applied on behalf of the Office of Commonwealth Libraries. She thanked Susan Pannebaker and Annette McAlister for their role in writing the grant. The money will be used to purchase books for childcare centers and to distribute these books to caregivers who can be a part of this effort. Lindsay Barrett George will be making more than eighteen visits across the state including visits to childcare centers and libraries. Traveling trunks full of toys, books, and literacy activities for very young children will be used on-site. Every public library outlet and its branch libraries will receive a minimum of five books. A book order for 42,000 paperback and 7,000 hardbound books has been placed. With the added books and increased group orders, we

