

# Governor's Advisory Council on Library Development

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*January 28, 2020  
Free Library of Philadelphia  
Philadelphia, Pennsylvania*

## **Minutes - Final**

Present: David Belanger  
Marsha Everton  
Mary Garm  
Rebecca Long  
Patrick Oates

Excused: Louis LaBar  
Robert Lambert  
Allison Mackley  
Sharon McRae  
Olga Negron  
Larry Nesbit  
Barbara Zaborowski

### Office of Commonwealth

Libraries (OCL): Susan Banks, Director, Bureau of Library Development  
Jonelle Darr, Executive Assistant  
Corri Hines, Library Development Advisor for School-Age Services, Bureau of  
Library Development  
Glenn Miller, Deputy Secretary / Commissioner for Libraries

Guests: Xia Lin, Ph.D., Chair, Drexel University, Department of Information Science  
Maryam Phillips, Executive Director, Hosting Solutions & Library Consulting  
Agatha Lyons, District Consultant, Chester County Library System  
Jennifer Maguire-Wright, Free Library of Philadelphia  
Amy Geisinger, District Consultant, New Castle Library District  
Erin Joyce, District Consultant, Oil Creek Library District  
Carrie Cleary, Executive Director, Pennsylvania Integrated Library System  
Vince Mariner, Deputy Director, Hosting Solutions & Library Consulting (HSLC)  
Christi Buker, Executive Director, Pennsylvania Library Association  
Siobhan Reardon, Free Library of Philadelphia

## **1. Welcome from Free Library of Philadelphia – Siobhan Reardon, President and Director**

Siobhan Reardon, President and Director, Free Library of Philadelphia, welcomed the Governor's Advisory Council on Library Development (GAC) to the library.

## **2. Call to Order & Introductions**

Garm called the meeting to order at 10:00 AM. She thanked Patrick Oates for hosting the Governor's Advisory Council (GAC) meeting at the Free Library of Philadelphia and noted that he also serves on the Free Library's foundation board.

Council members, Office of Commonwealth Libraries (OCL) staff, and guests in attendance then introduced themselves.

## **3. Greeting from the Free Library of Philadelphia – Siobhan Reardon, President and Director**

Siobhan Reardon welcomed attendees to the meeting. Garm noted that Reardon is the first woman to hold this position and has been at the Free Library since 2008.

Reardon reviewed the library's vision for services and future plans. She characterized Philadelphia as a 'city of promise.' However, 25% of residents live below the poverty level and 50% of adults are functionally illiterate in English. She said that the Free Library has nearly 1,600 full or part-time workers and 2,000 volunteers. There are 60 locations that are organized into geographic clusters.

Since Reardon's arrival, the library has been focused on renovations, as the library believes "space makes place." Renovations are accomplished largely through private gifts. Other priorities that the library is focused on are:

1. Creating spaces and programs for food and literacy such as the Culinary Literacy Center
2. Creating spaces for civic dialogue.
3. Developing programs, especially those for young children such as "Read By 4th".
4. Understanding the complex issues surrounding illiteracy.
5. Examining if reference services are dead. Traditional reference remains important at the Central Library, but it is evolving at neighborhood libraries.
6. Developing programs and services to improve financial literacy for entry- and mid-level entrepreneurs.
7. Providing computers, spaces for community learning through technology, and digital literacy programs.

8. Exploring community partnerships such as the Barnes Foundation where the Free Library is using Oculus technology at neighborhood branches to ‘see’ the Barnes collection.
9. Marketing and changing public perceptions about the use of libraries, including trends in the area of e-books.
10. Working with the city to bring social workers into libraries to provide services and referrals.
11. Improving health literacy.

### **Comments and Questions:**

Reardon said that the city provides 70% of the library’s operational support and that only 1% of the library’s income relies on fines and fees. She said that fine income was going to be eliminated shortly as the library will join the national movement to eliminate fines in order to reduce service barriers. This income will be replaced by earned income (e.g. facility rentals and passport services, etc.) They are also looking at their collections to identify ways to monetize them.

Everton asked for a copy of the slides. Reardon will forward a copy of the slides to Garm for distribution to the GAC.

Garm asked about the challenges of marketing. Reardon replied that private dollars largely cover the library’s marketing efforts.

In response to Everton’s question about civic engagement, Reardon talked about the library’s extensive programs in this area.

Miller asked about the Free Library’s use of with social workers. Reardon said that they currently have three social workers, but more are needed. Miller commented that support for mental health and social services is going to be a prominent theme in the Governor’s 2020 budget proposal.

### **4. Introduction of New Council Member Rebecca Fetzner-Long – Mary Garm**

Garm introduced Rebecca Fetzner Long, the newest member of the GAC. She is a professional librarian who now works for Erie County government’s Department of Public Safety. She fills one of the Advisory Council’s lay member seats. Miller delivered the oath of office with Long affirming that that she would perform her duties with fidelity.

### **5. Approval of Minutes of the October 13, 2019 Meeting**

The draft October 13, 2019 minutes were corrected to reflect that Long is affiliated with Erie County Government’s Department of Public Safety and not the Erie County Library System. Due to a lack of a quorum, the minutes were recommended for approval at the next meeting.

### **6. Chair’s Report – Mary Garm**

Garm reported on awards recently made at the American Library Association’s mid-winter meeting. They included:

- John Newbery Medal and Coretta Scott King Book Awards: *New Kid* by Jerry Craft.

- Randolph Caldecott Medal: *The Undefeated* by Kwame Alexander.
- Michael L. Printz Award: *Dig* by A.S. King.
- Andrew Carnegie Medals for Excellence in Fiction: *Lost Children Archive* by Valeria Luiselli.
- Andrew Carnegie Medals for Excellence in Nonfiction: *Midnight in Chernobyl: The Untold Story of the World's Greatest Nuclear Disaster* by Adam Higginbotham.

Garm reported that on January 24<sup>th</sup>, the Pennsylvania School Library Association (PSLA) partnered with EveryLibrary to hold a rally for school libraries on the steps of the Philadelphia school district building. The *Philadelphia Inquirer* reports that only 7 librarians serve approximately 200 Philadelphia school district locations.

Garm noted the importance of a January 24, 2020 Gallup poll that reflected high use of public libraries, especially in comparison to other forms of common leisure activities such as movies, sporting events, concerts, etc. (<https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx>).

Garm described a social media campaign that is auditing public agencies for First Amendment violations. The organizers claim that they can film in any public space and often deliberately provoke staff to get them to demand that the cameraperson(s) leave. There are numerous YouTube videos that show how libraries handled these incidents. The American Library Association's Office of Intellectual Freedom has information on its site on how to handle these issues.

(<https://www.oif.ala.org/oif/?p=18859>)

Garm reported that a new Model Curriculum for School Libraries is about to be published. It is an update to the 2012 edition. The work to update the curriculum was jointly led by Susan Pannebaker, Office of Commonwealth Libraries' (OCL) Library Development Advisor for Youth Services, a PSLA task force, and Jean Dyszel, Standards Aligned System Coordinator for the Pennsylvania Department of Education (PDE).

Garm noted that the GAC plans to honor Susan Pannebaker, Library Development Advisor for Youth Services, on her upcoming retirement at its May meeting of the GAC at the PSLA conference.

Belanger called attention to bills that have been proposed in several states that would create parental library review boards with the power to decide whether books in libraries are too sexually explicit for young people. Library personnel could be fined or jailed for up to a year if they "willfully" violate any provision of the legislation. Miller said that to date, these bills have not received significant support.

## **7. Deputy Secretary's Report – Glenn Miller**

Miller noted that Cindy Heasley, OCL's administrative assistant, was ill and unable to attend today's meeting. He also reported that Rita Herzog, OCL's longtime Administrative Officer, has accepted a new position in the Office of Administration and transferred at the end of December. OCL will be interviewing for this position shortly. He further noted that Sarah Greene, director of the State Library, was not able to attend today's meeting due to an important legislative meeting in Harrisburg.

Miller reported that budget OCL's documents for the Governor's February 4<sup>th</sup> budget announcement have been submitted. He is preparing briefing materials in advance of the Secretary of Education's appearance before the House and Senate appropriations committees' hearings.

Miller reported that OCL plans to release a new edition of **Pennsylvania Library Laws** shortly. It will serve as a reliable reference document for the field to be distributed electronically via the website.

Miller said that the Joint State Government Commission's broadband advisory committee has not met recently but a meeting is scheduled for February.

OCL's work on its annual report to the federal government on the status and use of Library Services and Technology Act (LSTA) funds was submitted in December. He also reported that there will be a three-day visit by the U.S. Institute for Museum and Library Services (IMLS) staff to review OCL's policies, procedures, and LSTA-funded initiatives. The visit will occur in late March. Visits are required to occur at least once during the state's five-year LSTA planning period. Miller noted that work on a new five-year plan will begin next year.

Miller met with PSLA officials to discuss their desire to move legislation forward that would require school districts to employ certified school librarians. He said that PDE has approved the Model Curriculum for School Libraries and it will be available shortly. PSLA will conduct trainings using the new Model Curriculum.

Miller said that \$3.2 million in Keystone funds are being committed to library construction programs that will leverage about \$8.8 million in library renovation and construction projects. A new grant cycle will begin shortly. He anticipates that annual application cycles will continue if realty transfer taxes yield sufficient funds.

## **8. LSTA Spotlight – Capacity Building for Office of Commonwealth Libraries Future Success/Susan Banks**

With the goal of building excellent and equitable library service for Pennsylvanians, Susan Banks discussed the work the Bureau of Library Development (BLD) is doing to build capacity for long-term success within BLD and the statewide library field.

Work has focused on building consistent and reliable resources within BLD's two divisions: Grants and Subsidies; and Advisory Services. This will be accomplished through training on conflict resolution, mediation, facilitation, leadership, and project management training. In addition, structures will be put into place to deliver consistent and reliable advisory services for the library field.

Using LSTA funds, additional staff support is planned to bolster BLD's work with the addition of an administrative assistant for the division for grants and subsidies and a division manager for advisory services. This new staff support would enable the BLD director to focus on higher-level activities.

LSTA funds will also be used to build upon and expand BLD's community engagement work. This will be accomplished by working with other statewide agencies who have shared goals in this area.

## Comments:

Garm commented that it was exciting to see how skills are being developed both in the field and within BLD. Miller said he is confident that Banks and her bureau staff are moving in the right direction to improve library services in Pennsylvania.

### 9. Commonwealth Libraries Bureau Reports

#### a. Bureau of Library Development (BLD) – Susan Banks

Banks provided an update on BLD's activities since her last report in October 2019. These include:

1. **Annual Federal Reports:** Required federal reports on the use of LSTA funds have been completed. Once the report is approved by IMLS, it will be available on the IMLS website.
2. **LSTA Budgeting:** Planned activities for the use of 2019 and 2020 LSTA funds. These include:
  - a. **Leadership and Training:** Completing and implementing statewide library staff and library board training plans. Banks distributed copies of her internal training plans to GAC members. In addition, she said that a survey of library boards was conducted last fall to identify training priorities. Out of those responses, 12 library boards will be selected to receive a customized on-site board retreat to strengthen their skills and increase the board's effectiveness.
  - b. **Community Engagement:** Building on the work that was done with 17 libraries over the past two years with the Harwood Institute for Public Innovation, Banks is developing training for a new Community Engagement Coaching Network; developing a community of practice through two virtual convenings; and holding a community engagement summit for librarians and statewide agencies/organizations in August.
  - c. **District Consultant Summit** (July)
  - d. **New Director's Orientation** (August)
  - e. **Supporting Youth Services' Advisor Work:** With Susan Pannebaker's retirement this spring, BLD is working on a smooth transition for Corri Hines, BLD's new Library Development Advisor for School-Age Services. BLD will be recruiting a new Library Development Advisor for Early Childhood Services to replace Susan Pannebaker.
  - f. **District Negotiations** (March through May)
  - g. **Working Groups on Library Best Practices:** BLD is supporting the work of the Statewide Library Leaders (DLCs and Systems) working groups to develop library best practices in areas such as library access.

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Banks introduced the newest addition to the OCL's advisory services staff, Corri Hines. Hines began work in January as Library Development Advisor for School-Age Services:

Finally, Banks reported that exciting plans are underway to transform the Libraries for the Visually Impaired and Handicapped into a 'new' statewide service point called LAMP (Library of Accessible Media for Pennsylvanians.)

### **Comments and Questions:**

Belanger asked Banks about the library board trainings, commenting that usually boards that volunteer for training are already operating effectively. He asked if poorly performing boards would be asked to participate in the retreats. Banks replied that there would be outreach using a rubric that was developed by the Bayer Center for Nonprofit Management at Robert Morris University. Banks also said that this first year of a dozen board retreats will serve as an experiment on developing the board training curriculum and best practices to deliver training.

Long asked if there was going to be a component that addresses training for municipal officials. Banks said that she is meeting with a colleague who has developed a consulting business that addresses how libraries can work with municipal officials effectively. This is an area both Banks and Deputy Secretary Miller are very interested in improving. Oates commented that the Free Library's foundation board encourages its board members to develop relationships with local and state officials to advocate on behalf of the library.

Everton asked if best practices and case studies on the board training would be published. Banks said that was a component of the training plan.

Everton commented that it was also important to develop skills to address the transition from one generation of leaders to another. Banks said that this was a possible topic that could be part of the discussion during virtual convenings of the Community of Practice.

### **B. Bureau of State Library (BSL) – Sarah Greene**

In the absence of Sarah Greene, Director of the State Library, Miller reported on the State Library's activities. They included:

1. Reorganizing the staffing for rare collections and digitization activities.
2. Working with the Conservation Center for Art and Historic Artifacts (CCAHA) in Philadelphia to repair several rare collection items.
3. Receiving several donations to the rare collection.
4. Hosting an African-American genealogy program.
5. Developing and providing much-in-demand training for state employees on legal research for non-lawyers (both virtually and on-site).

## **Comments and Questions:**

Garm asked about how access to the rare collections vaults was working now that construction limits access. Miller said that right now, the forum renovation project is behind schedule; so, access is not a problem. He said that Greene and Rare Collections Librarian Michael Lear are developing strategies on how to raise the profile of the rare collections, especially upon the State Library's return to the Forum Building.

Finally, Miller reported that he and Greene are meeting with the Pennsylvania State Archives to identify ways each agency can work to meet new school curriculum requirements in the subject area of civics.

### **10. Public Comment on Agenda Items Only – No comments**

### **11. Special Guest – Xia Lin, Ph.D., Chair, College of Computing and Informatics, Drexel University**

Garm introduced Dr. Xia Lin, chair of the College of Computing and Informatics (CCI) at Drexel University. Dr. Lin has been a professor at Drexel for 20 years and was invited to speak about the future of library science training.

Dr. Lin said that CCI is five years old. The library science program is part of CCI. Drexel itself is home to one of the oldest continually ALA-accredited library science programs in the United States. (The program began in 1892 and was first accredited in 1942.)

Dr. Lin noted that the college is in a new building on Market Street and offers bachelors, masters, and doctorate degrees. Dr. Lin said that CCI is moving forward with a new degree name: Master of Science in Information. Courses are offered in three areas: library and information science; digital content management; and human-computer interaction/user experience.

Dr. Lin reported that Drexel has approved a new certificate program in community-based librarianship. This is an IMLS-funded initiative that is designed to:

1. Integrate community-based learning with an academic education.
2. Connect data service to local and border communities.
3. Develop practical skills on design-thinking and data analysis for community service.

The initiative will fund 6 fellows for the certificate each year for two years. Drexel is considering additional scholarship awards. The first cohort starts in fall 2020. The certificate requires completing 3 courses in 9 to 12 months. He commented that there is an interesting intersection between Drexel's work and OCL's work in community engagement. He said that CCI would welcome participating in OCL's August community engagement summit.

### **12. Rare Books Fund Update**

Dr. Larry Nesbit was not able to attend the meeting. No update at this time.

### **13. Update on Forum Building Renovations – Glenn Miller**

Miller reported that a request for renovation project bids was published in December; and the Department of General Services hopes to choose a vendor by April. He said that the renovation schedule is already about one year behind schedule; a best-case scenario for the return to the Forum Building might be the end of 2022 or beginning of 2023.

Miller said that he hopes that bids come in low enough to accommodate completion of historically correct renovations to the State Library main reading room.

Finally, he reported that in order to accommodate heating and air conditioning ductwork placement, the Department of General Services required the State Library to remove additional items from more than 600 shelves in December. These shelves will be permanently removed.

Oates asked if the request for bids incentivizes responses from minority and women-owned businesses. Miller affirmed that it does.

### **14. Committee Reports and 2020 Committee Assignments**

- a. Bylaws** – no report
- b. Legislative** – no report
- c. Policies and Guidelines – David Belanger**

Belanger reported that the committee is working on the guidelines for continuing education and library access hours. He said that this work is being integrated with the Statewide Library Leaders working groups to provide input on the philosophical basis for an update to the guidelines within the parameters of the Public Library Code. Reports are due in early April and the committee will convene to consider the working groups input.

- d. Communication** – no report
- e. Nominating Committee** – no report
- f. Committee Assignments 2020**

Garm provided the following list of committee assignments:

Bylaws:

Larry Nesbit

Committee members to be appointed as needed.

Legislative:

Allison Mackley, Chair

Robert Lambert

Rebecca Long

Guidelines and Policies:

David Belanger, Chair

Allison Mackley

Larry Nesbit

Barbara Zaborowski

Communication:

Marsha Everton, Chair

Patrick Oates

Barbara Zaborowski

The GAC Chair is ex officio on all committees and serves as GAC's representative to the Pennsylvania Library Association's Legislative Committee.

### **15. Public Comment**

Christi Buker, Executive Director of the Pennsylvania Library Association, noted that she is serving on the Governor's 2020 Census Committee. She said there are state grants available to support outreach to hard-to-reach populations. Libraries are among the institutions that are eligible to apply. Applications are due February 15, 2020.

Buker also reminded everyone that the Pennsylvania Academy of Leadership Studies (PALS) leadership academies and Directors' Institute will be held later this year. Garm affirmed that the program is an excellent catalyst for developing professional careers in the library field.

Maryam Phillips, Executive Director of HSLC, Inc., introduced her Assistant Director Vince Mariner and reported on POWER Library activities. She said that regional POWER Library staff trainings are scheduled in April. She also reported that POWER Library exhibited at nine different conferences in 2019, including conferences for childhood education professionals, school librarians, museum staff, homeschoolers, principals, teachers, and counselors.

Erin Joyce requested that meeting dates and times be announced further in advance. She also requested that meeting minutes be available more quickly and that consideration be given to virtual meetings. Her suggestions will be considered.

Everton requested that OCL work to share more tools and resources in the area of civic engagement. It's her hope that this will generate conversations that will allow us to move forward and improve our nation. Buker commented that the American Library Association just updated a civic engagement resource for libraries. She will share this resource with the field. In addition,

she said that there is a bill moving through the General Assembly to allow libraries to be voter registration locations.

Long commented that marketing library services is a long-time pervasive issue that needs to be addressed.

### **16. Adjourn**

The meeting was adjourned at 12:41pm.

Respectfully submitted,  
Cindy Heasley, Administrative Assistant  
Office of Commonwealth Libraries

### **Meeting Dates for 2020**

May 1	Hershey Lodge (PSLA Conference)
July 21	Altoona Area Public Library
October 18	Kalahari Resort, Mount Pocono (PaLA Conference)