

# THE STATE LIBRARY



Washington  
Secretary of State  
SAM REED

## Library Council of Washington September 14, 2004

Room 413  
Washington State Library  
6880 Capitol Boulevard S, Tumwater, WA

### LCW PRESENT

Carol Cahill, Public Libraries  
Kevin Comerford, Information Technology  
Eve Datisman, School Libraries  
Leonoor Ingraham-Swets, Academic –2 Year  
Yazmin Mehdi, Cultural Diversity  
Lisa A. Oberg, Special Libraries  
Lethene Parks, Rural Libraries

Linda Pierce, Academic 4-Year  
Deborah L. Reck, Disadvantaged  
Kevin Stevens, Information and Technology  
Jan Walsh, Ex-Officio, State Librarian, WSL  
Jan Weber, School Libraries  
Bruce Ziegman, Public Libraries

### WSL PRESENT

Rand Simmons, Library Development Program Manager  
Jeff Martin, LSTA Administrator  
Karen Goettling, Consultant  
Anne Yarbrough, Secretary Administrative

### WELCOME

The Library Council of Washington meeting was called to order by Carol Cahill, chair.

### APPROVAL JULY 13, 2004 MEETING

The July 13, 2004 meeting notes were approved with a few minor changes.

### REVIEW MEETING AGENDA

The meeting agenda was reviewed; no changes were made.

### SEPTEMBER PROJECT

Carol asked if anyone had participated in the September Project, an event held at libraries and other public places around the nation, to share ideas about democracy, citizenship, and patriotism. Yazmin said the Seattle Public Library hosted an event and had a great turn out. Included in the activities was a screening of the film "Poetry in Wartime" that included interviews with poets and readings of wartime poetry including "The Charge of the Light Brigade" to poems about the current war. Patrons were invited to express their thoughts about 9/11 by participating in mural painting. Carol's library

held an information fair. Lisa reported that the UW Health Sciences distributed copies of their patron's bill of rights.

### **REVIEW OF ONGOING PROJECTS FOR FY2005**

Rand provided an overview of the revised 2005 budget for ongoing projects. (See attachment.) Changes made after last Council meeting's review are:

- VRS was moved into an ongoing project status
- ILWACTC was revised downward to reflect lower cost for the ACRL Immersion Workshop
- VRS will have to pick up 24/7 or we will have to drop out
- Bibliostat Connect was withdrawn because Tamara Georgick found other software
- Every Child Ready to Read will be paid from variance from 2004 budget
- Walli and WebJunction—we will have to pick them up some way, probably through 2004 variance, after they have been evaluated

There was a lengthy discussion on funding projects with 2003 and 2004 variance funds vs. 2005 funds. Part of the confusion is that we receive IMLS funds months after they have been allocated and we have two years to use the funds.

It was suggested that Council should be involved in deciding how variance should be used. One approach would be for Council to have a list of prioritized projects ready so that last minute decisions can be made.

Council approved the proposed revised budget. Council's recommendation will be forwarded to the Secretary of State for final approval.

Jeff noted that there may be an increase in the LSTA funds next year. In July, the House passed a bill providing approximately \$22 million more in LSTA funding. The proposal still must pass the Senate and be approved by the President.

### **ENVISIONING THE FUTURE OF COUNCIL**

Karen Goettling and Rand Simmons facilitated a continued discussion of Council's priorities and principles for use of future LSTA funding. Jeff presented an updated version of the priorities, principles, and working definitions document based on comments made by Council at the last meeting. The revised version was approved. It was agreed that this is a working document, to be revised and rephrased as we go along.

The top three priorities are:

1. Increase information access for the people of Washington
2. Advance literacy in the state of Washington
3. Advocate for and market Washington's libraries

### **MARKETING UPDATE**

Karen Goettling provided an update on the statewide marketing campaign. The marketing and design firm GA Creative created a media and public relations plan after conducting surveys of both the library community and the public.

The plan includes radio and print "Gina" ads soon to be released primarily in Seattle, Spokane, Tri-Cities and Yakima. These sites were chosen to maximize the available

funds. The next round of ads may include more remote, less populated areas and will target other age groups; one featuring children and another featuring college age students. In addition, individual libraries can run these ads in their own communities at their own expense. At least one ad will be designed specifically to include local library logos and information. Karen will work with GA Creative to provide a written set of guidelines for use of the ads.

The official kick-off for the marketing campaign will be held at Seattle Public Library on October 6, 2004.

On September 20, 2004, the marketing committee will interview trainers who will conduct next year's marketing workshops. These workshops will train individual libraries to do their own marketing.

Council praised Karen for her hard work, persistence, positive attitude, and her ability to remain spontaneous in getting the marketing initiative off the ground.

### **STATE LIBRARIAN REPORT**

State Librarian Jan Walsh provided a report on the current State Library happenings.

- The National Commission on Libraries and Information Science's (NCLIS) Consumer Health Information award will be formally presented to the University of Washington Health Sciences Libraries on November 17, 2004.
- The Seattle Public Library and the State Library are studying alternative administrative models for the Washington Talking Book and Braille Library (WTBBL). Some have misunderstood the purpose of the study and are concerned that WTBBL will be eliminated. This is not the case; the study will look at how to best serve the targeted population.
- Jan Walsh and Gary Bortel are working with the K-20 staff and Board on preserving Qwest settlement funds for the continued use of connecting public libraries to the K20 broadband network.
- Three decision packages have been given priority for possibility of funding:
  1. Digital state publications
  2. Increasing staff in institutional branches (hard sell to OFM since this means an increase in FTEs)
  3. WELL (Lower in priority because of the high price tag and the fact that this means replacing federal and local funds with state dollars; however, this doesn't mean OSOS is abandoning it.)

WELL will be taken to library groups for discussion on what works and what doesn't. Jan is gathering names for OFM of those who support WELL. Eve, Lisa, Kevin S, Bruce, Lethene and Carol volunteered to be included on that list. If it does not receive funding this year, WELL will be presented to the legislature again next year.

- The August 6, 2004, IMLS event held at North Idaho College in Coeur d'Alene, Idaho, went well. Although Senator Craig and Representative Nethercutt were unable to attend due to conflicting schedules, they sent videos; Regan Robinson from Stevens County Library District gave a great

presentation on what LSTA funds have done for her library; and Jan gave a presentation on the use of IMLS funds in Washington State. Jan credited Jeff Martin and Jeremy Stroud for their hard work in helping her prepare this presentation.

After her report, Jan gave Council the presentation given at the IMLS event.

### **COUNCIL VACANCIES**

There are three Council vacancies next year since several members have completed their terms—1) Special Libraries; 2) Cultural Diversity; and 3) Public Libraries Under 100,000. The deadline for applications has been extended to October 1, 2004.

### **LSTA SCHOLARSHIPS FOR MLS DEGREE**

Council discussed the information provided by Neel Parikh, Pierce County Library System and former Council member, on California's LSTA-funded MLS degree scholarship program. Council was interested in the idea and wanted additional information.

**Assignment:** Lisa Oberg will contact Neel for more information.

### **LIBRARY DEVELOPMENT SUMMARY REPORT**

Council asked for more input on ITCE section of the Library Development Summary Report.

**Assignment:** Rand will set up a follow-up phone meeting on ITCE between Kevin Comerford., Kevin Stevens., WSL staff, and himself.

### **NEXT LCW MEETING**

November 16, 2004 at the Seattle Public Library