



The Rogers Public Library Commission met in a regular session in the Glotzbecker Conference Room at the Rogers Public Library, Tuesday, April 24, 2018.

MEMBERS PRESENT:

Richard Bland, Steve Hardin, Caroline Smith, Judy Tobler, & Brice Wagner.

STAFF:

Judy Casey, Library Director
Sami Espenschied, Administrative Assistant

FRIENDS REPRESENTATIVE:

None present

FOUNDATION REPRESENTATIVE:

None present

CITY COUNCIL REPRESENTATIVE:

None present

PRESS:

None present

CALL TO ORDER:

The meeting was called to order at 6:17p.m. by Brice Wagner.

PUBLIC FORUM:

None present.

SECRETARY'S REPORT

Motion by Richard Bland: The minutes of March 27, 2018, are to be approved as submitted.

Second by Judy Tobler.

Approved unanimously. Minutes adopted.

ROGERS PUBLIC LIBRARY FOUNDATION

The April 16 meeting was cancelled due to lack of attendance.

FRIENDS OF THE ROGERS PUBLIC LIBRARY

Sami Espenschied reported:

- Time: 9:34am – 10:07am (short meeting)
- Total Attendance: 10
- RPL Reader Conversation Services Librarian Lesley Knieriem and Sami Espenschied presented Lesley's grant request for our new Book Club bags and books for up to \$1,000.
 - Sami Espenschied assured the Friends that their logo in addition to the RPL logo will go on the bags to reflect sponsorship – same as on our plastic drawstring bags that they sponsor.
 - Kathy Brockway shared her personal experiences using this type of offering at a different library in the southern part of NWA. She noted that other NWA Public Libraries offer this as well.
 - Grant was approved.
- Lynda.com grant received its final (month two) approval.
- Ken Corkum reported the Crystal Bridges art books donation by Crystal Bridges Librarian Jeanne Besaw.
 - It was noted that RPL Assistant Director Robert Finch was appreciative of this donation to RPL. He added about 15 books to our collection then sent the remaining donation to the Friendly Bookstore.
- Dwayne Owens and Margaret Tull shared the successful results of the recent 50% off book sale.
- Ed Kane reported that the Trolley Line Book Shop in downtown Rogers closed after being open for 10 years. Owner Myra Moran was always a tremendous Friends supporter. She opened her store to the Friends to take carte blanche her collections as donations.
 - They selected approximately 1,200 books on the subjects of history, poetry, the classics, and science fiction. He noted that these items will not go through the Friendly Bookstore.
 - Great collections on Native Americans and the Civil War were part of the selection.
 - There will be a Thank You card at the Friendly Bookstore for people to sign.
 - Sincere thanks will also be posted on Facebook and the Friendly Bookstore's website.
- It was noted that their bookshelves are overflowing.

FINANCIAL REPORT

No questions were asked.

DEPARTMENTAL REPORTS

Judy Casey reported:

- Departments are working on their goals.
- Assistant Director Robert Finch's grants were approved.
 - Tri-fold informational brochure for apartment distributions.
- Children's department is working with the schools.
 - Garfield Public Schools volunteered to be one of our Summer Spots.
- We are continuing to add additional patron emails to our eNewsletter distribution list.
- She is investigating software for demographic analysis. This system ties with

- Experian (credit reporting agency).
- We are also doing outcome measures such as demographics for who are reading the eNewsletters.
- She has not heard back from RPS Superintendent Dr. Berry yet regarding possible collaboration opportunities.
- In addition to Garfield schools for summer program sites, two (2) RPS summer meal program schools will also allow us to participate. Judy Casey noted that Grace Hill Elementary cannot this summer.
 - Caroline Smith asked about Mathias Elementary being an option.
 - Judy Casey replied that we also have the RAC (Rogers Activity Center) during their Summer Care plus a possible fourth school in progress.
- We have been recruiting volunteers and increasing volunteers at RPL currently.
 - Judy Casey noted that if we obtain adult supervision permission for older teens then we will have them too.
- We are meeting with RPS School Media Specialists to teach them the SRC Wandoo Reader system so they can help students sign up for SRC before school ends. [SRC = Summer Reading Club]
 - We will use the same model that we have used at the RAC for the past three (3) years.
 - SRC registration has historically been a problem, but with the school librarians' help we hope for improvement.
 - Brice Wagner asked if there is SRC transportation.
 - Judy Casey replied no; and added that the first Saturday of June is the kick-off event.
- Judy Tobler asked what the home school class is about (p. 15).
 - Judy Casey replied that they do STEM and STEAM like we offer in the after school hours. [STEM = Science Technology Engineering and Math education; and, the 'A' in STEAM lessons adds Art.]
- Brice Wagner addressed the Financial Recovery Graph (p. 28).
 - Caroline Smith and Brice Wagner both expressed frustration regarding the amount of outstanding to collect.
 - Judy Casey noted that the City Attorney's office has recommended that we use a collection agency.
 - Brice Wagner specifically pointed out the "Current Amount in Collection" of \$43,323.16 (p. 28).
 - Judy Casey clarified that this amount is a lifetime total. She noted that 2-3 of the area libraries currently use one collection agency.
 - Steve Hardin asked if this represents the value of the book (materials) or fines.
 - Judy Casey stated that it's the value of the materials (book).

DIRECTOR'S REPORT

See other sections for details.

OLD BUSINESS

Update of Library Security System by Judy Casey

- Interior doorknobs replaced.
- Cameras are in process. Pending cabling installation.
- Guardtronic retains burglar and fire monitoring.
 - Spoke with City Attorney. They have agreed to Guardtronic's monitoring contract for FY 2018.

- We haven't paid any invoices yet because of the negotiations; but have requested an updated invoice for payment.
- It will likely be FY 2019 before the complete transitions.
- We like the new keypad system.

Strategic Planning by Judy Casey

- Judy Casey's first PLA Pre-Conference was on design.
- Two (2) RPL Staff are working on their MLS degrees (Master of Library Science) and will be finished this year.
- Example: Designated teen space walled off (with movable walls); but, space could be expanded or confined as need to meet needs.
- Values and Purposes: Board of Trustees already approved.
- Strategic Focus and Core Services are (also) listed on the handout. You have not seen these two areas yet.
 - Judy Casey wants the Board to review these areas and hopefully create a vision for RPL by the end of this meeting; however, if we can only get through the Strategic Focus, it's fine.
- There are two (2) test pilots that Judy Casey would like to at least have the starting process in place by year-end. These are areas the Board of Trustees has pushed her to get accomplished.
- Judy Casey requested assistance in rewording 'build' in the sentence "We will build..." (reference handout).
- The three (3) top major companies in the area do not use paper applications for hiring. Everything is online.
 - RPL Staff are discovering that many patrons do not know how to complete an online job application.
- Judy Tobler asked, "How do we go about ESL and Adult Literacy?"
 - Judy Casey responded that we partner with Early Literacy and noted that tutoring needs are listed as a priority in our Meeting Room policy.
- The Strategic Focus was discussed in detail. Particularly:
 - Traditional books and materials – located in Core Services.
 - At least one of our values should be listed in our Strategic Focus. (recommended)
 - Wording on technology changes in the future as it relates here. Discussed keeping to general terminology.
- Judy Casey reminded that this document is meant to be annually reviewed.
- Steve Hardin asked how we determine our community needs.
 - Judy Casey said that we will be having both online and in person surveys. She handed out an exercise that she learned of at PLA for the Board to review. This handout is geared to list barriers both perceived and real.
- "Project Outcome": An On-going ALA Initiative (American Library Association)
 - Storytime – we have these sessions offered.
 - SRC – we have Summer Reading Club annually.
 - Caroline Smith asked if we will have the individual students' SRC scores or schools.
 - Judy Casey explained that we are working with the schools who will group data without including individual names. The reading scores of individual students before SRC and after will be compared by the schools to determine the benefit of SRC participation and reading/learning retention compared to those students who do not participate in SRC.

- Judy Casey cited an example of a successful program that did this comparison. The principal of that school encouraged the students via texts and reminders to read if they hadn't reported SRC reading. Their Mayor and town were involved as well.
 - Judy Casey is very excited about our new partnerships with the schools this summer in the locations where food will be offered via the school district.
 - Judy Casey added that we will be taking books to schools this summer for checkout. At the RAC, we take a box every week.
- Steve Hardin asked if anyone supports DACA.
 - Judy Casey stated, "We will be happy to offer documents for citizenship."
 - Judy Tobler looked up information on her phone about DACA students becoming legal citizens.
 - The Board discussed this information and called out the "Catch-22" situation that arises. The students are here illegally but afraid to apply for citizenship because then the government would know they are here illegally.
- Judy Casey noted the trend that people are coming to their public library for health information – as in where and how to get low income services, etc. Libraries are partnering with healthcare places.
 - Brice Wagner noted that we (RPL) offer information like this for taxes and free tax services, and other topics too. He asked if the Core Service, "Provide local information to meet community needs," would be considered addressing this topic and if we want to be specific (or keep it general; i.e., like citizenship).
 - Judy Casey expressed the need to be specific as other libraries have shared instances where their communities feel the need for specifics.
- Brice Wagner requested the location of where this final document will be located.
 - Judy Casey assured it will be posted at every service desk, at every staff person's desk that has one, and most definitely a large version of it will be posted prominently in the Main Hall somewhere. Additionally, it will go to the Board of Trustees, the City Council (TBD), and the Mayor.
 - Judy Tobler asked about putting it on Facebook.
 - Judy Casey stated, "Yes. And on our website."
- Judy Casey asked if the Board would like to vote on this document next month to allow them time to read it and think about it. They agreed.
- Judy Casey wants the Board to help select 6-7 words to be RPL's tagline for everything. Previously it was "Seek. Discover. Imagine." Below are her two suggestions to start working with:
 - "Rogers Public Library is your place to learn, share, and create."
 - "Rogers Public Library where Rogers comes together to discover, create, connect, and succeed."
 - The Board discussed, expressed not liking the "Rogers" only, and decided upon a combination of the two:
 - "Rogers Public Library is your place to learn, create, discover, connect, and succeed."
- Example by Judy Casey: The Leadership Team is working on the current Information Desk not being in a good location to meet patron needs.
 - Judy Casey noted that in the industry, it is now recommended to not even have a desk for the librarian(s) in the public area. Her goal to have implemented by December 31, 2018, is to have a portable printer, a

Surface (tablet style PC), a cart, and relocate a few things to allow for a technology person to be at the current Information Desk. She shared that we do have a few on staff that have ADA mobility requirements and would need a place to sit while being the "mobile librarian" on duty. She also wants them to have the capability to offer copying and/or scanning on the spot. She shared that she has found two (2) models that would work for our library. Currently we are supposed roam the stacks (floor) at least once per hour. The new goal will be to have a staff person roam for a two-hour period of time while not working on any projects.

- Judy Casey's ultimate goal is to have a Circulation employee available to answer general and copier questions. Currently, we have MLS (6-years of college) degreed librarians stuck behind a desk answering copy questions.
- Judy Tobler asked about the materials dispensary machine option and if it is similar to a Redbox (DVD, BluRay, and gaming system games "vending" machine).
 - Judy Casey said that the system is not big enough for our collection. We are looking at another case option of an A/V with RFID and locked case. The vendor representative she spoke with at PLA recommended this option only for A/V materials for cost effectiveness. Costs have decreased by about 50% over the last 10 years. Machines would work to checkout both styles. Circulation Manager Hannah Milligan is working on this project.
- Judy Casey gave each Board member an activity for problem solving handout.
- Judy Tobler asked how many books are in our collection.
 - Judy Casey stated that we have a total collection of 170,000-180,000 and that 130,000-140,000 of it is actual books. We are deselecting vivaciously; however, we did not meet our goal last year. We have 8,000 items to deselect.

NEW BUSINESS

None

ADJOURNMENT:

Meeting adjourned at 7:35 p.m.

Prepared by Sami Espenschied

Date

May 10, 2018

Approved

Date

Eric A. Wagner
5-15-18