

**MINUTES OF
HENNEPIN COUNTY LIBRARY BOARD MEETING
February 24, 2016**

The Hennepin County Library Board met Wednesday, February 24, 2016 at Ridgedale Library.

Present: Adja Ann, Katherine Blauvelt, Caitlin Cahill, Barb Fenton, Sandy Johnson, Jill Joseph, Doris Rubenstein, Jane Shanard, and Gary Thaden.
Hennepin Ruqia Abdi, Amy Adelman, Bernie Farrell, Christina Gehring, Johannah Genett, Maureen Hartman, Lois Lenroot-Ernt, Amy McNally, Janet Mills,
County Staff: Erica Skinner, Kelly Stade, Lois Langer Thompson, Ali Turner, and Marilyn Zastrow.
Public: None

CALL TO ORDER

Library Board President Gary Thaden called the Hennepin County Library Board meeting of February 24, 2016 to order at 5:00 p.m. and welcomed all in attendance.

APPROVAL OF AGENDA

Jill Joseph made a motion to approve the agenda; seconded by Adja Ann. Motion passed.

CONSENT ITEMS

Doris Rubenstein made a motion to approve the meeting minutes of January 27, 2016 and accept donations; seconded by Jill Joseph. Motion passed.

PUBLIC COMMENT None

LIBRARY HIGHLIGHT

• Cedar Riverside Grant by Ruqia Abdi, Christina Gehring, and Kelly Stade

Hennepin County Library (HCL) received a one year grant from the Minnesota Department of Education to deepen the connection between the Library and the Cedar Riverside neighborhood. Many residents are new immigrants and the neighborhood faces challenges including unemployment nearly three times that of the general population, and 55 percent of residents live below the poverty level.

This project has enabled the library to reach out to residents to raise awareness of what the library offers and build relationships between the community and the Library. Currently, 64 percent of Hennepin County residents have a library card and 31 percent of Cedar Riverside residents have a library card.

The community values in person interactions and the Library is using interactive tours and pop up libraries to engage with the community. At the first pop up on January 30 we connected with over 90 youth, issuing 30 new library cards, and demonstrating online databases and other library resources available. JobNow, Lynda, Learning Express, and Transparent Language databases were featured.

Upcoming events include pop ups at Lincoln International High School - a high school for English Language Learning students who immigrated to the USA less than two years ago – on March 8, Riverside Plaza apartment complex on March 28 to connect with new immigrant mothers, Dar Al-Hijrah Mosque, a community playground, and Mixed Blood Theater later this spring; and welcome events at neighboring libraries in April and May with a tour and opportunity to interact with staff. The grant includes training volunteer ambassadors for the project with in-depth training on how to advocate for the Library.

Hennepin County Library is learning about aspects of Somali culture that might affect resident's experience of the Library and understanding cultural differences.

Federal, state and municipal agencies along with community organizations have worked in partnership to directly respond to community need by providing increased opportunity and supports for the residents of Cedar Riverside. This has resulted in a proposed collaborative project at the Cedar Riverside Opportunity Center for a one-stop shop for educational and workforce resources to direct access to skill building opportunities that lead to well-paying jobs.

The center will serve the Cedar Riverside neighborhood with focus on the East African community and reach out to young adults 18-24 years of age. It will bring together key partners from Hennepin County Workforce Development, Hennepin County Library, Emerge and MCTC to provide services in workforce, skill building, and credentialing. The center will provide help for residents with résumés, match skills with current job or education opportunities and build technology focused skills.

The Library will partner with other organizations to bring innovation to Cedar Riverside with mobile technology kits allowing participants to gain valuable hands on experience. Program opportunities will enhance technology proficiency, support

individuals in building job and language skills, and connect individuals to resources offered at nearby libraries by removing barriers and providing a sense of welcome. Program partners are working to secure funding to make this possible.

Library Board members asked questions and contributed suggestions including; leveraging community members, training volunteers to be ambassadors, promote At Home services, share the written report when the project is completed, do this in other areas, promote library services in an extroverted way at restaurants, childcare providers, etc.

PRESIDENT'S REPORT

• Announcements

- Gary Thaden proposed the following Library Board members be appointed to the Nominating Committee; Chair Jill Joseph, Adja Ann, Kathleen Blauvelt, Barb Fenton and Gary Thaden. Caitlin Cahill moved to accept the nominations; seconded by Doris Rubenstein. Discussion followed. Motion passed.
- Gary Thaden appointed Caitlin Cahill, Chris Damsgard, and Kathleen Lamb to the Policy Task Force.

• Strategic Plan 2011-2025

Library Director Thompson thanked the Library Board for their input at the last meeting towards reframing the Strategic Plan. A key goal for the Library Board in 2016 is to participate in reframing the Library Strategic Plan 2011-2025. The input of the Library Board is critical to a successful reframing. We say "reframing" because we're committed to holding our current mission and vision constant while we clarify the Strategic Plan objectives that support it.

At the January meeting the Board's discussion about the reframe included consensus about what is important to HCL and where we should be going, that we have many strengths and opportunities, we need to identify and serve communities beyond the usual ones, we need to consider what it means to be community-based, remember the collection is important and to consider opportunities to remove barriers to accessing the collection, spaces and places are still very important. and you encouraged us to invest in high-quality staff. The Board noted that some of our objectives may not need to be in the strategic plan anymore and that to be successful we need to balance what the community wants and what staff want.

The draft we are sharing today stays committed to our mission and vision and re-states our commitment to our patrons, the communities we serve and the staff that delivers library services.

An overview of the accomplishments of the past five years was given.

Reframed Strategic Plan

In the reframe, we incorporated Hennepin County's core values, which have been guiding our work since 2013.

Based on your input, we reframed our plan within promises, clarified and combined objectives, and removed objectives that were complete or obsolete. The result is a reframed strategic plan that holds our mission and vision constant, emphasizes key stakeholders and objectives, and supports the County Board directive to provide excellent library service to residents.

- Strategic Focus Areas: We will deliver on our strategic plan promises and make measurable differences for our communities, patrons and staff by prioritizing work in these areas:
 - *Customer Service*: Reinventing the patron experience based on shared service values and commitments.
 - *Collections*: Providing the best collection for Hennepin County and helping patrons use it more fully.
 - *Diversity, Inclusion and Racial Equity*: Building a more diverse and inclusive staff and library environment.
 - *Learning and Development*: Investing in library staff to cultivate excellence.
 - *Spaces and Places*: Supporting new uses of library spaces and places, both permanent and temporary.

By stretching – even innovating – in these focus areas, we will move our library into the future and enhance our library's service, accessibility, responsiveness and sustainability in an ever-changing world. We anticipate building work plans and measures around these five focus areas and report back to you on our progress.

Library Board discussion

- In reading through this document, where did you find yourself nodding in agreement?
 - Building confident library users and preserving historical collections.
 - Reach out and fundraise; your best donors, current donors and stewardship is what it's all about.
 - Spaces and places; this speaks to where you and your neighbors are living and community support.
 - Diversity and inclusion is really important.
 - Clarify if equity is specifically racial equity or included other inequities too.

- Providing the best collection for Hennepin County and helping patrons use it more fully.
- Having the community represented in the Library staff.
- Where was the document less clear?
 - Addressing stewardship, donor gifts and financial support.
 - Meaning of reinventing the patron experience.
 - Meaning and importance of sustainability.
 - Lack of action items and measurements.
- If HCL is successful, what impact do you see us making for our communities, for our patrons or for our staff?
 - Circulation and library cards.
 - Ability to increase and measure access. Example: bar chart used during the prior presentation demonstrating the number of Library card holders at Cedar Riverside compared to all HC card holders. What other communities might we change that bar chart for?
 - Number of tweets or retweets.
 - Metrics, percentages, pop-up libraries, opening Brooklyn Park Library, and then see if we have an increase in library card holders and library use.
 - Clarify what data we have, what data is requested and use data for measurement and grant applications.
 - Consider using a vendor for data and measurement.
 - Tracking check outs for a more diverse collection.
 - Measure against comparable library systems.
 - Set objectives and measurements that show value and progress over a three-year period.
 - Determine if bigger is better.
 - Include measures for both patrons and staff. Example: with grant programs, staff learned how to use a budget for the first time. Are staff getting the professional development needed and what skills are they gaining.
- In what areas do you see opportunities for yourself or the Library Board to contribute to our success?
 - Ensure that we use our metrics to the best of our abilities.
 - Make sure we are making efforts to increase diversity in all areas.
 - Make a Library Board strategic plan for concerted efforts in advocacy.
 - Setting priorities and giving feedback.
 - The Board started to have at least one member assigned to a building project and maybe every Board member needs an assignment as a liaison and an ambassador in a focus area.
 - Partner with a County Commissioner to advocate and build relationships.
- As we continue to develop the strategic focus areas, how can we best keep you informed and updated?
 - Consider focusing on one to two focus areas each year and update the board on progress.
 - Share with the board with advance notice by email or packet to allow time to prepare.
 - A dashboard for metrics similar to the County dashboard.
- Our next steps will be to prepare a draft for the County Board's review on March 24, 9-10:30 a.m.

DIRECTOR'S REPORT

• Library and Community Updates

- Library Board applicants' interviews continued on February 2 and 18. Appointments will be taken up at the next County Board meeting.
- Changes to the Library catalog and staff forms
 - The Library is committed to keeping patron and library data secure. In order to ensure we have the most secure online environment, we are moving off our current development platform (ColdFusion) onto two new platforms that provide a higher level of security for patron and library data. The move is expected to be completed by June 1, 2016. ColdFusion supports many of our online tools including the public catalog.
 - BiblioCommons has been selected as the public catalog vendor. They have a proven track record of working successfully with public library systems of our size.
 - The BiblioCommons catalog has excellent search capabilities and a clean, user-friendly online display. When our new catalog launches in early summer, BiblioCommons will also have implemented a responsive design, which means that the new catalog will be easy to view and use on a broad range of screen sizes.

- Library Division Managers Johannah Genett and Ali Turner are leading this work with a large team of Library and County staff. Decisions will center on patrons, but will also respond to time constraints.
- Capital projects updates
 - Webber Park – The contractor will be selected in about a month with groundbreaking in late spring.
 - Southeast – The following timeline is a broad outline of the design process.
 - 2016: Develop a preliminary project plan based on “*Envisioning a Crossroads Library; A Report on Public Engagement and the Future of the Southeast Library;*” Site selection; Architectural consultant selection through the Designer Selection Committee process.
 - 2017: Planning the library.
 - 2018: Construction.
 - 2019: New Southeast Library opens.
- Attended the following meetings
 - Board of Friends of HCL meeting on February 9.
 - MELSA Advisory Board meetings on February 16 and 22.
 - MELSA received a Library Service and Technology Act grant for a digital usage survey of the seven counties and St. Paul. The survey will be sent out in March.
- **County Updates**
 - Health in All Policies. Hennepin County is embarking on a new approach to create a culture of health known as *Health in All Policies*. Considering health, sustainability and the elimination of disparities in decision making to improve the health of people and their communities. Lois Lenroot-Ernt is serving on this taskforce.
 - Library Director Thompson attended the Transgender/Gender Non-conforming employee resource group.
 - County Board briefing: Capital Investment/Libraries – future service strategy is scheduled for Thursday, March 24, 9-11 a.m. at the Government Center, A24 County Board Room.

COMMITTEE REPORTS

• Executive Committee Report by Gary Thaden

Discussion included Executive Committee meeting schedule and agendas and the 2016 Library Board agenda schedule. An updated copy will be sent to the full board for the next meeting with the addition of Friends of HCL Executive Director Kristi Pearson and MELSA Executive Director Ken Behringer presenting. Library Board members should let staff know if they have any additional items to bring forward for agendas.

• Friends of HCL Board meeting by Jane Shanard

- The Friends of HCL have gifted a little more than \$826,000 to support the Library this year and are proposing \$870,000 for 2016. There is ongoing discussion about sustainability of this approach. The Friends Board is excited about celebrating Minneapolis Central Library’s ten-year anniversary and using it as a fundraising opportunity on November 5. The Friends are in the planning stages and working with local Minneapolis Central Library’s Friends.
- On May 19, Friends of HCL are hosting a ticketed fundraiser to highlight the cookbook collection. The Library Board will receive invitations to both these fundraiser events.
- The Friends are working on the Pen Pals twentieth anniversary and partnerships for next year’s programs.

UNFINISHED BUSINESS None

NEW BUSINESS None

ADJOURN

There being no further business, Doris Rubenstein made a motion to adjourn the Library Board meeting at 6:26 p.m.; seconded by Jill Joseph. Motion passed. The next Library Board meeting is Wednesday, March 30, 2016, 5 p.m. at Minneapolis Central Library, 300 Nicollet Mall, Minneapolis.