

2009 THINK TANK REPORT

The North Dakota Library Coordinating Council (NDLCC) will be updating Library Vision 2010 (www.library.nd.gov) beginning September 2009. The NDLCC and the North Dakota State Library sponsored Think Tanks to further develop the long range vision for libraries in North Dakota. The Think Tanks were held in Dickinson, Minot, and Fargo on May 28, May 29, and June 5, 2009.

All citizens of North Dakota, including librarians, library staff, citizens, and library board members were invited to participate. The goal to further develop the vision for North Dakota libraries is better met with input from a broad section of librarians, board members, and the public.

Listed below are the current priorities of Library Vision 2010, the questions discussed at the Think Tanks (Priority 1 had two questions), and the information gathered. The participants of the Think Tanks indicated which items were the most important to them and this is reflected in the order of the headings and the bullets under each heading.

Library Vision 2010 Priority #1

Create a statewide community of libraries working together to provide quality library services in North Dakota.

Question #1 What needs to be done to achieve the goal of developing a statewide online library catalog?

Items 1 through 10 are listed in order of importance and bullets under each item are listed in order of importance

1. Communication and education

- Communication and education about the benefits of one statewide system
- ND libraries “Brand” with education and marketing
- Organize/start library advocacy day at capital
- Educate librarians/patrons on WorldCat
- Marketing to librarians not in WorldCat
- Training in how to fill out the grant -- webinar done in segments
- Education and training
- Education of public – why it’s useful
- Cost benefit – there is more time for librarians to spend with patrons
- Educating library boards on benefits of participating in the statewide online catalog

- Knowledge of its availability
- Awareness: librarians do not understand availability or benefits
- Training once the library is on board
- Show them
- Technology

2. Funding

- Funding for ongoing maintenance of the online library catalog
- Funding at state level
- Alternative functionality for statewide catalog
- Increase financial support giving priority to small libraries, but all libraries should be eligible
- Postage to lend interlibrary loan requests
- Interlibrary loan cost a huge priority
- Funding to get on board
- Delivery system

3. Seamless access

- More seamless integration between ODIN and other ND libraries with WorldCat
- Seamless searching of diverse systems
- Interlibrary loan seamless system

4. Identify additional participants

- Are there still libraries interested in being in WorldCat/ODIN?
- State Library should go to the librarians that aren't involved and ask why
- Assess what ND libraries are automated; not automated; what system they are using

5. Online Library Resources (OLR)

- Electronic resources are much higher priority than the statewide online library catalog

6. Achieving the goal

- Yes, we feel that we have achieved the goal to the greater extent -- it should no longer be the top priority

7. Identify barriers

- Identify barriers to participation
- Survey to determine barriers, including: costs, not wanting materials to leave the building, and school district not letting them loan

8. A Mentoring System

- Mentors for librarians writing and/or receiving grants

9. Lending Policies
 - Lending priorities; and fairness in lending materials (load spreading)
10. Buy-in by decision makers
 - Support of boards, principals, and superintendents
11. Continue WorldCat grant program
12. Continued North Dakota State Library cataloging assistance

Library Vision 2010 Priority #1
Create a statewide community of libraries working together to provide quality library services in North Dakota.

Question #2: What should the criteria be for participation in WorldCat?

Items 1 through 10 are listed in order of importance and bullets under each item are listed in order of importance

1. Ongoing participation/sustainability
 - Sustainability + local commitment (can't pull out after a few years)
 - Coverage of on-going costs -- 2nd year of maintenance grant; processing new books
 - Continued commitment to provide resources (including staff and postage)
 - Ongoing costs for WorldCat, OCLC and labor incurred in cataloging
 - Funding is #1 priority at state level - continuous funding
 - Grant gets a library started but how does the library get money to maintain participation
 - School consolidation question
 - Raising mill levy from 4 mills to 6 mills for public libraries
 - Concern of increased interlibrary loan delivery costs resulting from increased visibility
 - Sustainability of library to be around in five years
2. Willingness to lend materials (and timely turn around)
 - Agree to lend
 - Library must be willing and able to facilitate interlibrary loan in a timely manner
 - Desire to participate
 - Willingness to share costs

3. Marketing
 - More informational meetings to discuss what statewide catalog is and system compatibility
 - Help libraries market themselves to get more hours, bigger collections, etc. - so they would see a need to be on ODIN/WorldCat
 - It's not just about being "automated" but about access to everything
4. Training
 - Training for librarians
 - Educate school administrators
 - Willingness to train patrons how to use
5. Unique Collections
 - Private institutions with unique collections and willing to share costs
 - Special content, i.e., historical data, -- should it be a priority?
 - Uniqueness of collection
6. Being a lender as well as a borrower
 - Create benefits -- balance lending & borrowing
 - Balance local use with interlibrary loan use
7. Adequate computers/network necessary
8. Weeding
 - Weed first (use WorldCat as a weeding tool)
9. Approval by North Dakota State Library
 - Worthwhile collection
 - Site visit approved
 - Does there need to be someone from state to implement OCLC at the libraries that don't have it or can the existing staff do it?
10. Minimum hours open
 - Number of hours open which represents the ability to interlibrary loan

Library Vision 2010 Priority #2

Strengthen the North Dakota State Library in its role of coordinating and enriching library service in the state.

Question: What should be kept, deleted, or changed?

****Responses listed in order of importance****

1. Recommendation 6: Clarify statewide system
2. Recommendation 7 should be recommendation number 1
3. Recommendation 5: Replace “funding for retrospective conversion” with “funding for construction grants including remodeling”
4. Recommendation 8: Add “and to help facilitate (broker) cooperative purchasing agreements”
5. Objective 3: Delete “develop standards and guidelines defining the libraries’ and citizens’ basic obligations”
6. Recommendation 2: Delete
7. Recommendation 5: Replace “funding for retrospective conversion” with “funding for increased access to electronic resources”
8. Recommendation 4: Delete

Library Vision 2010 Priority #3

Support and strengthen library cooperative ventures (consortia, regional associations, partnerships, etc.) in their role of extending and improving library service in the state.

Question: What should be kept, deleted, or changed?

****Responses listed in order of importance****

1. Objective 2: Add “facilitate communication among libraries statewide including mentoring”

2. Add to Recommendations: “explore and encourage options to courier/delivery system between hubs”
3. Revise Recommendation 3 to say: “Provide, in cooperation with the State Library, training and education to libraries”
4. Make Priority 3, Priority 1.

Library Vision 2010 Priority #4

Assure equitable access to information resources and library services to individuals throughout the state.

Question: What should be kept, deleted, or changed?

****Responses listed in order of importance****

1. Add to Recommendations: “Increase state support for library collections and services.”
2. Change goal: define equitable access -- define information resources -- change “assure” to “support and strengthen”
3. Objective 1: Add “native language” to list of requirements.
4. Objective 2: Change to “Collaborate with and support literacy and providers such as IPAT, RIF, and School for the Blind.”
5. Add to objectives: “remove fees for interlibrary loan” – because it discriminates against low income people.
6. Add: Inform citizens of library services to increase equitability of access for individuals.
7. Recommendation 1: Delete “responsible”
8. Recommendation 5: Delete
9. Recommendation 4: Remove from Priority 4 but KEEP as a high priority – may fit elsewhere
10. Objective 2: Delete – may fit elsewhere.

Library Vision 2010 Priority #5

Promote the services of libraries and librarians.

Question: What should be kept, deleted, or changed?

****Items 1 through 18 listed in order of importance and bullets under item 1 are listed in order of importance****

1. Promotion
 - Add -- Provide education and training to libraries, boards on how to conduct ND/rural specific library advocacy
 - Collaboration with the community
 - More public education about library services thru television and newspaper
 - Promotion of our services to each other
 - Establish local public awareness campaigns to promote ND libraries
 - Promote libraries -- services and their important role in economic development
 - Promote the services of libraries and librarians
 - Get our existing users to promote our libraries
 - Promote librarianship as a career
 - Toolkits for webinars for public education
2. Quantify and qualify our user's needs
3. Specify accountability
4. Promote the continuing education of librarians
5. Ask users what they want and/or find out what they like or don't like and why
6. Seek full funding for state aid formula
7. Communicate the needs of users too, not just the needs of the libraries
8. Branding – get your name/logo out there
9. Competitive staff salaries
10. SHARE!! Geography a problem? Let's use technology!
11. Economic development -- bad economy, we need libraries now more than ever!
12. Add: Maintain a voice in national library organizations

13. More conferences, workshops
14. Communicate needs to governing bodies
 - Invite Mayor or other local elected government people
 - Speak to rotary clubs, outreach service clubs, etc.
15. Provide funding for Library Vision 2015
16. Recommendation 3: Does “standards need to be there?” -- change “standards” to “guidelines” and give it its own line
17. Recommendation 3: Change “technologies” to “current and future technologies”
18. Keep Priority 5 as it currently is

Library Vision 2010 Priority #6

Coordinate statewide library services

Question: What should be kept, deleted, or changed?

Responses listed in order of importance

1. Add to Recommendations: “Develop a mentoring program for new library staff, grant applicants and recipients, and current staff needing a special skill set”
2. Publicize quarterly meetings of NDLCC by posting meeting notifications for patrons to see and expand regional meeting locations
3. Goal: change “Coordinate statewide library services” to “Develop and coordinate statewide library services through the NDLCC”
4. Hold NDLCC meetings in conjunction with statewide conference
5. Recommendation 1: add “private” to list
6. Recommendation 2: Change “provide a mechanism” to “be a mechanism”
7. Forums
8. Recommendation 5: Delete from Priority 6 and add to Priority 1 by changing Priority 1, Objective 1 to “Develop and facilitate a comprehensive statewide online library catalog.”

SUGGESTIONS FOR NEW PRIORITIES FOR LIBRARY VISION 2015

****Listed in order of importance****

1. Establish or create a plan for statewide digitization which may include but not be limited to state and local documents and state and local newspapers
2. Mentorship program
3. Encourage exploration and adoption of new emerging technologies
4. Reorganize Priorities in Library Vision 2010
5. Foster not only the philosophy of a library as a physical location, but a library without walls, and as a community center
6. State Library should be looking for funding from multiple sources (state, federal, or private)
7. Educating staff and patrons
8. Subscription services to emerging downloadable formats
9. Social networking tools
10. Promote and encourage digitization of historical resources
11. Surveying other facilities for what resources they have