Notes from Committee Planning Workshop
MLS Marlborough
March 15, 2016

1. The context: What's happening globally, nationally and locally that is, or will, have an effect on MLS and its members? Think about technology, social/generational trends, consumer patterns, institutions, etc.

- 508 compliance and what does it mean? How do we educate ourselves about it? More thought and discussion about accessibility; partnering with Perkins; what are other barriers - physical and mental? Equity of access, UDL - whole population
- Better at communicating our value to stakeholders and funders in a way that they understand; proactive with finance committee; especially school libraries and special libraries;
- Climate change/disaster preparedness and response
- Community engagement
- Competition among institutions with similar aims for funding and resources
- Content/platform silos are a problem for both users and librarians
- Creation of shared learning commons
- Creative response to community needs: ex/helping homeless set up virtual office
- Demographic change - immigration, aging
- Digital access, making space meaningful, finding information via search strategy, how to market what is available, competition with electronic media
- Digital divide - where resources are allocated
- Digital divide became worse. Legislators don’t understand. 5k run for library?
- Digitization of historical documents.
- Divide between libraries in regards to digital resources,
- Expansion of national and state platforms for sharing and exhibiting local and special collections, impetus to prepare and share history, esp. 250th anniversary of us
- Figuring out how to reach the age group that is missing from patron group
- Google easier to use than the databases library pays for
- Impact of funding cuts/limitations on state library resources - examples: Louisiana and Alaska directly impacted by crash of oil industry and they lack of revenue available to fund public resources.
- Impact of losing school libraries on learning skills
- Income inequality; need for equity of access
- Inequality
- Inequity in resources available to struggling communities that have limited tax revenue versus those that are thriving.
• Library perception: what is the value, ROI, proving value?
• Make our electronic resources as easy as Google.
• Makerspaces and other creative activities.
• Making the library relevant to stakeholders: faculty, selectmen, taxpayers
• Massachusetts fortunate to have an active state library system and include annual legislative day at the state house.
• Move away from silos
• Political scene, both federal and state and local.
• Regional & statewide resource sharing expanding access for users with less resources
• Regionalization?
• School libraries are changing or going away
• Schools eliminating libraries.
• Stronger, more diverse partnerships of library stakeholders
• Take down barriers
• Technology disruption
• User needs/ability are outpacing the ability of our back end technology

**Themes and further thoughts:**

Google: ease of access particularly digital materials/search engines in general, Google is a huge brand name particularly among young people and they don't know about others that might be better, we don't have the same ability with the tools we have.

School libraries: They are in danger of being cut and no one knows what the impact of that will be not just on skills but on learning skills; government, MA having standards for a qualified person in the library...they may change that...there are no standards for elementary or middle schools. We might get students from places where they don't have a library. Kids might not have important tech skills coming into.

Accountability to stakeholders, including showing the value in a public way to our stakeholders and our boards and non-users; we're not good at marketing; libraries are central places that bring together diverse groups and provide forums for civic conversations; libraries being used for many different things, incl. maker spaces and meetings; especially in higher ed., learning commons.

Digital divide; equity issue. Digitization of special collections to get them out and available. Preservation of historical collections as well.
2. Envisioning our future: It’s 2025 and libraries everywhere and of all types are thriving hubs of their communities. Draw a picture describing what’s happening. What do libraries look/feel like? Where are they? Who is in and around them? What are they doing? How are libraries connected to the rest of the community and the world? Who are our partners/collaborators? What services do they offer and for whom? What new skills do librarians have and what new roles do they take on?
Rich Picture Team 2
Rich Picture Team 3
Rich Picture Team 4
Rich Picture Team 5
3. Strategic analysis: Thinking about the context and what we want to achieve, what are we doing really well that we want to KEEP? What isn’t working that we want to ABANDON? What might we INVENT or REINVENT that, if we did, would make a big difference to our success? Note: Repetitions are intentional to show emphasis.

KEEP

• Access to authoritative information; teach information literacy
• Access to the most relevant, needed information
• Books
• Center for meetings
• Consortium
• Homebound delivery.
• Humans
• Ill
• Kids programs
• Library cooperation state wide delivery
• Readers advisory
• Reciprocity,
• Reference
• Sharing resources
• Statewide delivery
• Statewide delivery, interlibrary loan
• Tool and technology collections in public libraries

ABANDON

• Library & librarian stereotypes
• Old ways of thinking of what a library used to look like or feel
• Outdated service models, metrics, and service points
• Print reference (or reinvent)
• Stereotypes of past; roles
• Traditional quiet library rules
INVENT

- Capitalize on opportunities
- Community service, be mindful what to throw away
- Create a state wide library foundation to fund and support library development, and professional development of library staff
- Create library advocacy and marketing group
- Easier resources to use, Google search engine for all libraries
- Equity of access; not just materials; connectivity
- Great range of languages of eBook/audiobook
- Involving learning communities/student in digitization and privatization
- Merge preservation and access
- New ways to ill & share digital resources, maintain fair use rights for sharing (also reinvent)

REINVENT

- Access to rare objects and artifacts
- Accessibility. How we can reach out and teach?
- An authoritative source
- Book sales to utilize an online purchasing system with delivery to your local library.
- Checking out books via self checkout
- Discovery system
- Fine collection & policy
- Funding model
- Hours of operation
- How we look at resources, e.g. Angel investors...we are investing in people...one person saves more people in one day than the fire department. When we go after $$ we don't go after things like ma challenge. We have a product that so many people benefit from and many more can use what we have. Investment rather than overhead. Boston networking...check it out
- Legislative initiatives. Tie library things to other $$$ items in the community to make it relevant to the legislators agenda...how do we get legislators talking to us instead of the other way around?
- Legislators/communities asking what do you need and then libraries saying how can we help?
- Libraries are all things to all people
- Library image
- Marketing ourselves
- Maximize collaborations; partnerships
- Readers’ advisory
• Reinvent board of trustee model, have state reps, trustees, etc. Have a presence in the library for community access.
• Reinvent library staff to higher quality,
• Roles and responsibilities of library staff (ex: closing the reference desk...what do they do now?)
• Search engine for users. How do users search for and retrieve information?
• The legislative outreach model (the patrons need to describe their own experience)
• The voice of our customers: e.g. Good reads. How can we utilize something like that and get more reviews from our patrons instead of ...good reads knows where i'm located and the books are delivered. Patrons talk about the library. Our greatest assets are our patron.
• Usage rules for eBooks
• Using technology where it makes sense

4. Taking action: Thinking about what we’ve learned so far, what project or program might we start right away—individually and/or collectively—that will help us achieve our vision for libraries? What successful models/programs might we borrow from other states/countries? What might we do that could become something for others to emulate?

1. Friends of the Commonwealth Foundation: for planned giving after death outside of taxation to provide future support of libraries. Board run, possibly associated with Friends groups, high visibility, nationally recognized people

2. #iloveMAlibrary Put photo booths in libraries and encourage patrons to take photos and testimonials of how the library impacted their lives that day. A social media campaign to be shared with legislators, local funders, anyone with money, etc. Goal is to encourage more engagement among patrons who like sharing on social media.

3. Love Your Library Day: Annual Day for all MA libraries to advocate in their own spaces directly to patrons & lawmakers that is widely publicized, best time Oct-Dec

4. Library a-go-go: Homebound/place-based SERVICES. Bike/Truck delivery for patrons at schools, parks, nursing home, events of the community. Get app version of the current ILS. Free or very low cost for Librarian professional development. Collaborate with community orgs to have roving collections to save these orgs from buying materials & resources separately.

5. Statewide Online Book Sale: for people to buy from any library that is selling it with delivery through existing system. You could have some books that people bid for: rare books, etc.

6. Investing in libraries is investing in you: Goal = Library Advocacy. This is a marketing campaign for value of libraries it will be multifaceted story core, social media so that it tips like the ALS challenge. It could be testimonials on the idea of how my library saves my life today, etc.