

LSTA ADVISORY COUNCIL
MEETING MINUTES

New Jersey State Library Talking Book and Braille Center
2300 Stuyvesant Avenue, Trenton
February 1, 2012

Present: Susan Kaplan, Chair; Brian Auger, Ruth Bogan, Norman Gluckman, Susan Heinis, Jerry Holtz, Pamela Price, Mary Romance, Gloria Urban, Ann Yurcaba.

Guests: Bill Wilson, Himmell and Wilson; Pat Tumulty, Exec. Director, NJLA

NJSL staff: Norma Blake, State Librarian; Kathleen Peiffer, Associate State Librarian and LSTA Coordinator; Sheri Shafer, CFO; Adam Szczepaniak, Associate State Librarian, TBBC; Robert Keith, Statistics; Natasha Peter, BTOP; Victoria Rosch, Associate State Librarian, Library Law & Statistics; Michele Stricker, Deputy Director, Library Development Bureau.

Reporting: Ruth Pallante, NJSL

Chair, Susan Kaplan called the meeting to order at 1 p.m. Kathleen confirmed compliance with Open Public Meetings Act.

Minutes of October 13, 2011

A motion made to accept minutes as written was seconded. Minutes were accepted as written.

Upcoming LSTA funding - Norma Blake, State Librarian

New Jersey's LSTA grant year 2012 allotment is \$4.042 million. This is a drop of \$128,000 or 3.2% from grant year 2011's \$4.170 million allotment. In 2010, New Jersey received \$4.528 million and a one-time allotment of \$82,000 for a total of \$4.610 million. Using the base of \$4.610 million, this means New Jersey dropped \$568,000 in two years, or 14%. Excluding the one-time allotment, New Jersey lost \$486,000, or 12%.

LSTA five-year plan, evaluation of current plan and creation of new plan – Bill Wilson

Himmell and Wilson are doing the five-year LSTA review for several states, each of which submitted their plans in 2007 and covers the years 2008-2012. Mr. Wilson said the review is being done with three years of reported information, only two of which have been fully reviewed by IMLS.

Before going over the information he has collected in interviews and surveys, Mr. Wilson wanted to give the council a picture of the environment that libraries were

working in during the five years of the last LSTA plan. He said it has been a tumultuous 5-years in the library world. On the financial side, LSTA plans were submitted in September of 2007, and in October of 2007, Dow-Jones was at an all-time high, but by March 2008, it had gone down. With Dow-Jones going down, job losses went up. More people began coming to libraries for help and assistance, using computers for job applications, resume writing, and other quality of life issues. At the same time, State and federal funding support of libraries begin to change. Other opportunities/challenges for libraries came about: January 2007, Steve Jobs introduces first iPhone; November 2007, first Kindle introduced; October 2009, Barnes & Noble Nook introduced; April 2010, first iPod; and in 2011, the cost of Nook goes below \$100.

So far in review, Himmell and Wilson have conducted focus groups around the state, telephone interviews, and the web-survey has been posted.

Rankings by the diverse NJ library community were fairly consistent in that JerseyClick's databases are judged to be the most important statewide service. The next two services are similar in ranking: JerseyCAT and JerseyConnect are important locally if a library uses them, but not as important locally if the library does not. However, there is recognition that JerseyCAT and JerseyConnect are important statewide, whether an individual library is a user or not. The Talking Book and Braille Center received a slightly lower ranking, but there is an understanding that TBBC is the only service statewide for people with special needs. The Outspoken Library workstations had a particularly positive reaction, as they have given TBBC visibility for providing special needs services through local libraries. There is still concern about the amount of LSTA money it takes to offer TBBC services. QandANJ was far below in the ratings in both importance to local libraries and importance statewide. While the program's impact was not felt to be strong, there was concern about the lost message that libraries can be available 24/7.

There is an understanding of consolidation of funds being dedicated to fewer, larger programs, but an area of discussion was libraries' missing smaller, focused grants like diversity grants. The feeling of loss in the consolidation of the regions centers around lost pilot programs and their being a base for innovation. Where now does innovation happen in New Jersey? The attitude toward LibraryLinkNJ is that librarians are willing to wait and see, to give LLNJ a chance. One idea mentioned is that LLNJ should create virtual regions for CE and networking, something like ALA and its divisions. Another wish that still surfaces is the desire for a statewide library card. While the time might not be right for that, the concept should not be forgotten.

Overall evaluation of last plan – good performance. Understandable that some things haven't happened. A pretty positive evaluation. Some mention of tumultuous period. Important to note the reality of federal and state cuts in funding.

Mr. Wilson handed out LSTA Grants to States New Priorities. He also handed out copies of the LSTA evaluation survey that went up for public libraries today.

There was much discussion on needs/priorities. Some discussion points:

- Is it better to list narrow programs within broad framework?
- Don't make too specific, better to build in flexibility
- Where is service best fulfilled – local, statewide level or both?
- Is someone else already providing service?
- Keep in mind needs of multi-type of libraries
- Colleges, electronic access most important
- Even playing field throughout schooling from early childhood on
- Where/how are people getting information now?
- License for content
- Staff training
- TBBC content, apps for handicapped
- Diversity - varies from town to town, provide locally with help from state?
- Limited funds can't provide all things for all people efficiently
- Virtual regions
- Mini-grants
- Local needs
- Mobile apps, broadband growth important
- People expect to be able to communicate electronically

The evaluation of the current five-year plan must be submitted to IMLS by March 30, 2012.

LSTA and Network budget Information – Sheri Shafer

Sheri handed out FY 2012 Statewide Projects budget report for July 1, 2011- June 30, 2012 and FY2007-2011 Annual Statistics for TBBC. She went over figures with Council. There were no questions.

Statewide Electronic Resources – Robert Keith

Bob handed out Usage figures for State Databases from FY08 through FY12.

Update on Talking Book and Braille Center Services – Adam Szczepaniak

In 2009 the Library for the Blind and Handicapped changed its name to the Talking Book and Braille Center to become more inclusive.

Adam handed out figures on Braille and Audio Reading Download statistics for TBBC for FY2007 through FY2011, with projections for 2012. In 2008, NLS started digitizing. Using Overdrive, patrons can now download books and magazines. It now accounts for 20% of TBBC circulation. They have partnered with 37 libraries with kiosks that allow TBBC patrons and caregivers to download materials. TBBC has partnered with the NJ Brain Injury Association, NJ Commission for the Blind, Military and Veterans' Hospitals and the Veteran's Administration. With public library partnerships, TBBC had an increase of 40% increase in use in 2011.

Adam also passed around samples of thumb-drives used by patrons in storing downloaded books, magazines. Outside funding was used for their purchase.

TBBC will be making a presentation at the ALA Annual pre-conference.

NJSL Update – Norma Blake

Norma will be retiring the end of June 2012. Thomas Edison State College will conduct a national search. Dr. Pruitt will use a search committee and a search firm. The search committee will have representatives from the major New Jersey library organizations. The committee will be responsible for the question for the interviews, conduct the initial interviews and then will recommend finalists to Dr. Pruitt. A press release naming the committee will come out from Thomas Edison State College. There will be an informal event on June 15th at the Forrestal Marriott to celebrate libraries and Norma's retirement. It will be casual with no speeches. Norma would be delighted if individual donations went to TBBC.

The Governor will be giving his budget address in late February. Recent legislation includes a bill regarding government documents that has taken six years to get passed. The bill allows for the State Library to ensure greater accessibility of public records at a lower cost. Under the new law, publications produced by the state that are to be made available to the public must be filed with the New Jersey State Library, to include one electronic copy and six printed copies. The other bill passed prohibits municipal library trustees from transferring donated funds to municipalities. The bill ensures that municipal libraries will be able to retain all funds donated through charitable gifts.

On January 12, Congressman Holt hosted a Central New Jersey Librarians Day at Monroe Twp. Public Library. He brought with him Susan Hildreth, Director of the Institute of Museum & Library Services and Emily Sheketoff, Executive Director of the American Library Association's Washington office. Rep. Holt will be introducing a House version of the Strengthening Kid's Interest in Learning and Libraries (SKILLS) Act as well as the Workforce Investment in Local Libraries (WILL) Act and will potentially start a Congressional Library Caucus as requested by the State Library.

Using figures that were reported by Ms. Hildreth and based on SnapShot Day figures, we were able to estimate that 49,200 people seeking job assistance found jobs through their libraries in New Jersey.

NJSL federal priorities are listed on our website.

The next State Librarian Podcast will be held on Valentine's Day. Jennifer Podolsky, our business librarian will be joined by Karen Parry of East Brunswick Public Library who is in charge of the State Library's Business Resources Center.

RFQs for the JerseyCat Interlibrary Loan System were received and an award should be made by March 15, 2012. Any changes to the system will be made after July 1st.

New Directors' Orientation will take place at the NJSL on February 22 and 29th. It gives new directors a chance to interact with NJSL staff and with other new directors.

The NJSL will be emailing a weekly newsletter instead of listserv messages to those who signed up for NJSLDirect. An update will go out every Thursday. Please let NJSL know if you'd like something posted.

Tiffany has begun a Marketing blog, which people can sign up for on our website.

NJSL has started State Library to Go. Library Development Bureau staff and others will be traveling to libraries to meet people in the field. They have just visited Cherry Hill Public Library and will be visiting Ramsey Public Library, Cape May and Gloucester County.

Technology to Go kits will be available for borrowing for two months at a time so library staffs can be trained in their use and train customers.

BTOP Statistics and Update – Natasha Peter

Natasha Peter gave a BTOP in Action Summary. According to the NITA, New Jersey is further advanced on their projects than many other states. As of December, the State Library has delivered 845 computers to 125 public libraries, upgraded the broadband access at 85 libraries and purchased job-seeking online content that grows in use daily. With the help of the Community College Consortium, we have delivered training to over 566 librarians and 6,583 library patrons.

Natasha handed out the following updates on BTOP: 1) a list of libraries who received Broadband upgrades; 2) number of BTOP Community College workshop hours given in each County, their unemployment rate and attendance figures; 3) NJWorks Career Video views per month along with top searches and top five downloads; 4) the list of libraries who received BTOP Computers with the number of laptop and desktop computers they received.

Old Business: None

New Business: None

Next meeting: May 9, 2012, TBBC, 1-3 p.m. (later changed to May 21, 2012)

Adjournment: Meeting was adjourned at 3:00.

Action Items: