

Strategic Plan and Work Plan

Northern Lights Library Network

Fiscal Year 2014

Northern Lights Library Network is a cooperative network of members in academic, public, school, and special libraries in 23 counties of North-central, North-west, and West-central Minnesota. We work at the grassroots level to bring together all types of libraries and collections in the region to discover, enhance, and share resources through administrative, technological, and educational support.

In compliance with Minnesota Rules Chapter 3530 and the Minnesota Department of Education Multicounty Multi-type Library state aid requirements, an approved three-year strategic plan with a narrative of the process used to create the plan was submitted to the State of Minnesota MDE July 1, 2013 for FY14. A new three-year strategic plan for FY14 is below, along with the measures used to achieve the objectives through a work plan that is integrated into the strategic plan.

The structure of the strategic plan and program and service development must fall within the parameters of Minnesota State Statute 134.351 that requires multi-type systems to: Share resources among all participating libraries (Goal I); Provide long-range planning for cooperative programs (Goal II); Develop a delivery system for services and programs (Goal III); Development of a bibliographic database (Goal IV); Maintain a communications system among all cooperating libraries (Goal V). State aid expenditures align with Northern Lights Library Network FY14 budget.

Northern Lights Library Network Strategic Plan Fiscal Year 2014

Vision Statement: Libraries are attractive, welcoming places that are friendly, open, inclusive, accessible, innovative, and a source of community pride where people can go to learn what they need to know in order to thrive and grow in their communities. When libraries work together, communities grow stronger, and the lives of all Minnesotans are enriched.

Mission Statement: Northern Lights Library Network is a cooperative network of members in academic, public, school, and special libraries in 23 counties of North Central and Northwest Minnesota. Together we work at the grassroots level to bring together all types of libraries and collections in the region to discover, enhance, and share resources through administrative, technological, and educational support.

Core Values:

In principle and practice, libraries are at the core of a democratic society, defending the freedom of all citizens to:

- Access information to make informed decisions
- Read material that interests them
- Use technology successfully to stay current and access resources.
- Engage in learning throughout the life cycle

We believe in inclusive library environments that are accessible to all persons.

We work together to ensure that all who use our libraries and collections feel welcome.

We create libraries and collections that are well organized and easy to use.

We support lifelong learning by determining our library user's interests and needs and then teaching them how to use the resources that assist them in learning what they want to know.

We build bridges between libraries and believe that libraries themselves are bridges between physical and electronic access to information; bridges between people and technology; and bridges between resources available and the community needing to use those resources.

We communicate the purpose and benefits of libraries to citizens of the region.

We believe in the inherent value of books.

We advocate for ongoing, sustainable, and continuous library funding at the local, state, and national level.

The main purpose of Northern Lights Library Network is to make all libraries in the region stronger.

Objectives are placed in order following each goal by size of state expenditure.

GOAL I: SHARE RESOURCES AMONG ALL PARTICIPATING LIBRARIES

- A. **Objective:** Support literacy initiatives among all types of libraries in North-central, North-west, and West-central Minnesota through the *Minnesota Literacy Initiative*. From early reading activities to advanced literary discussions, library literacy initiatives bring people together to get to know books in enjoyable and satisfying situations. Literacy promotes personal improvement and enlightenment, insures equality, dignifies, and creates prosperity.

The following five activities are programs or services of the *Minnesota Literacy Initiative*:

1. **Career development scholarships and library service funding** for staff and library board member participation in continuing education programs and events. Continuing education scholarships are awarded as incentive for individual growth and development in order to enhance library services throughout the NLLN region. Scholarships are available to all employees of NLLN member libraries. Scholarships may be used for the following purposes: Registration or tuition; Lodging; Meals; Transportation (mileage is for the use of a personal vehicle – only one person in a vehicle may request mileage); Parking; Required books or educational materials; Cost of a substitute to cover while applicant is at an event (applicant must have paid the cost of a substitute before requesting reimbursement). Reports summarizing the benefits of receiving the scholarships are required upon completion of continuing education opportunity.
Disseminate the information through published reports, blogs, and website postings when scholarship recipients return from continuing education activities.

State Aid Expenditures: \$20,000.00; \$10,952.58 committed; \$4,503.18 expended.

System in-kind staff support: \$10,000.00

Impact: Library staff attendance at local, regional, national, and international conferences to generate new ideas and best library practices among colleagues and constituents results in enhanced library services throughout the NLLN region and access to the broad spectrum of information and knowledge resources available.

Output:

Twenty-six scholarships approved: Minnesota Library Association Fall Conference in St. Cloud (13), 10th IBBY Regional Conference, “Book Joy Around the World” in St Louis, Missouri (1); Mountain Plains Library Association Fall Conference (1); Branch Out (2); American Association for State and Local History Annual Conference (1); “What’s New in Children’s Literature” (2); MEMO Fall Conference (1); TIES 2013 (3), Library Technology Conference Macalaster College March 2013 (1); Copyright and Electronic Resource Management eCourse, ALA (1).

Education committee met September 25, 2013, propose the following: Change “Scholarship Committee” to *Education Committee*. Include in Professional Engagement Award Guidelines, “In addition, professional engagement awards encompass opportunities to support library professionals in the region who wish to attend national and international conferences who may not be able to attend without the support of Northern Lights Library Network.” At the end of the

fiscal year, merge budget items 6022 “Professional Engagement/Support” and “6110 Scholarships” into one fund, *Educational Support* and make it a Committed Fund Balance that continues from year-to-year. Approved by the NLLN Governing Board at the October 19, 2013 board meeting.

Educational Support Fund for Professional Development Collection: Purchase library professional development books to be housed and circulated at Lake Agassiz Regional Library (LARL), including interlibrary loan to other systems in the NLLN region. The following titles for a total of \$2,321.06 are proposed for funds at year-end:

- *The Library Marketing Toolkit*
- *Digital Libraries*
- *Google Search Secrets*
- *The Comparative Guide to WordPress in Libraries: A LITA Guide*
- *Expert Internet Searching; 4th Edition*
- *Planning Our Future Libraries: Blueprints for 2025*
- *Technology for Small and One-Person Libraries: A LITA Guide*
- *Library and Information Science: A Guide to Key Literature and Sources*
- *Fundamentals for the Academic Liason*
- *Building and Managing E-book Collections: A How-To-Do-It Manual*
- *Challenges in E-Resource Management: A Practitioner’s Guide*
- *Practical Cataloguing: AACR2, RDA and Marc21*
- *Metadata, Second Edition*
- *Booklist’s 1000 Best Young Adult Books since 2000*
- *Successful Enquiry Answering Every Time, 6th Edition*
- *The Newbery & Caldecott Awards: A Guide to the Medal and Honor Books, 2013 Edition*
- *The Readers’ Advisory Guide to Historical Fiction*
- *The Readers’ Advisory Guide to Horror, 2nd Edition*
- *The Readers’ Advisory Guide to Science Fiction*
- *Caldecott Fun: Poems, Songs, and Games with Caldecott Winners*
- *Poetry Aloud Here2: Sharing Poetry with Children*
- *Picture Books for Children: Fiction, Folktales, and Poetry*
- *Transforming Preschool Storytime*
- *The Whole School Library Handbook 2*
- *Book Repair: A How-To-Do-It Manual, Second Edition Revised*
- *Book Repair: A How-To-Do-It Manual, Second Edition Revised*
- *Checklist of Library Building Design Considerations, 5th Edition*
- *Designing a School Library Media Center for the Future, Second Edition*

Ongoing library administrative and technical support with the White Earth Child Care/Early Childhood Program (WECC/ECP) as they prepare a new community library and design a Smart Play Spot.

State Aid Expenditures: \$2,000.00; \$85.00 expended

System in-kind staff support: \$6,000.00

All other revenue expenditures: \$150,000 IMLS grant, \$121,224.00 funded ; \$150,000 BCBS Foundation Grant, not funded.

Other in-kind support: \$5,000.00

Impact: The grant affords physical space for a community library, computers and desks for circulation of books and public use of the space, and books and library materials for the community library space resulting in a new community library at White Earth and access to other literacy rich materials for people in the region, including books and access to electronic resources; increased use of information sources among the local population. Children at the 17 early childhood centers throughout the White Earth reservation will be prepared to begin school and people of all ages will have access to reading material. As a result, literacy rates should improve.

Output: Sponsored a book bag of children's books at the Annual Communities Collaborative Conference (www.whiteearthchildcare.com) for the Silent Auction with proceeds going to the Autism Foundation.

IMLS Grant approved on September 26, 2013, for \$121,224.00. From the granting letter: "It gives me great pleasure to notify you that the proposal submitted by Minnesota Chippewa Tribe/White Earth Band has been selected to receive a 2013 Native American Enhancement Grant. Congratulations on your award!" 42 applications were received requesting almost \$5.5 million and 11 projects were selected to receive funding totaling \$1,464,905.00. Northern Lights Library Network worked with White Earth to develop the following goals for the grant:

Goal #1: Keep Ojibwe ways alive through storytelling. The library will be a place where all people of the White Earth Nation gather and assemble altogether, where Ojibwe stories are told and preserved.

Goal #2: Pass Ojibwe ways on to future generations through meaningful, purposeful, and effective library programming.

Goal #3: Keep the Ojibwe language alive and pass it on to future generations through electronic access to White Earth's Modaa curriculum.

Goal #4: Establish an inventory of books and reading materials, both in paper and electronically, to be housed in and accessed through the library across the age spectrum. Books and reading materials serving all generations will include picture books for early reading readiness, early childhood development, and parenting effectiveness.

Goal #5: Integrate new library services into the newly developed "Smart Play Spot Early Literacy Environment Opportunity" which is being built to be housed in the new White Earth Child Care/Early Childhood Initiative building and will be moved into the new community library space. SMART moveable materials, such as a SMART Board, STEM educational toy lending items, educational tables, and activity centers will be available.

Goal #6: Distribute paper books throughout the White Earth reservation through the 17 Early Childhood Centers by placing a Little Free Library at each of the 17 centers and keeping collections at each of the Little Free Libraries. The Little Free Libraries will be built on the reservation and will be in the shape of wigwams.

Goal #7: Dedicate .50 FTE from existing Early Childhood staffing to manage library operations, expanding as dollars become available.

Goal #8: Establish and maintain an up-to-date and usable online catalog through the Destiny system.

Goal #9: Expand existing partnership with Northern Lights Library Network (NLLN) for technical assistance, training and consulting on library operations.

The awarded IMLS of \$121,224.00 will be used to create library services, purchase books, technology equipment, software, furniture, STEM toys & education, subscribe to Zinio and eBooks, and catalog records.

Met with Barb Fabre and Terri Darco November 6 to begin planning for library services at White Earth. There are possible changes in the location of Smart Play Spot and the library collection, due to the high cost of running and maintaining the old Circle of Life School building (approximately \$150,000/yr.). We are looking into movable aluminum shelving, similar to those used for Scholastic Book Fairs, so the collection may be shared at various locations throughout the reservation. NLLN looks to White Earth to lead this project.

2. **“Poets Across Minnesota”**: Encourage the love of reading, literature, and the spoken word by sponsoring poetry readings and events for regional poets in and through libraries in the region. Sponsoring poetry in and through libraries promotes the value of libraries. “Poets Across Minnesota” is a program initiated by Northern Lights Library Network during FY13.

State Aid Expenditures: \$1,500.00

System in-kind staff support: \$5,000.00

All other revenue expenditures: \$2,000.00, other grants

Other in-kind support: \$10,000.00 poet professors

Impact: Through collaborative poetry readings and workshops for at least 3 school library media centers and libraries of all types in the NLLN region and one public event featuring poetry at a central location in the region, poetry will become accessible to high school students and others who may not always think of themselves as potential poets, allowing them to move beyond observing and reading to actually engaging in the writing process and speaking what is written.

Impact: Poetry in and through libraries extends literacy because it is linguistically rich and as a genre that is read aloud, makes literature a public event. While it is understood that poetry is currently taught, poetry holds the promise for exciting students and others about the richness of language. Improved reading scores on standardized test in the region will be the result. The backbone of “Poets Across Minnesota” is its close partnership with libraries. The act of writing creates empowered readers and writers and promotes the value of libraries in civic life. “Poets Across Minnesota” places the value of libraries in front of citizens by teaching students to learn, write, and speak poetry through libraries. Literacy promotes democracy and dignifies, and libraries are really at the core of that.

Output: Two schools requested a visit from Zepper last year, Hancock Public Schools and Kittson Central School District.

The visit to Hancock is planned for December 18, 2013, with a focus on the poetry of Emily Dickinson. Students will write “Dickinson-esque” poetry and reading some of the work they produce. Zepper will apply to work in area schools through Compas. Collaboration between Compas and Northern Lights Library Network is in process. Poetry event honoring Mark Vinz poetry for NLLN Annual meeting in Detroit Lakes, June 21, 2013.

July 26: Met with Zepper at NLLN office.

August 9: Met with Zepper at NLLN office.

August 13: Met with Betsy Vinz to discuss NLLN annual meeting.

September 19: Met with Amy Stoller-Sterns of Holmes Theatre in Detroit Lakes and planned NLLN's Annual Meeting for June 17, 2014.

September 22: Attended poetry and piano performance by Zepper at MSUM for use in rural libraries.

October 16: Meeting with Mark Vinz to discuss annual meeting.

Annual Meeting planned for June 17, 2014. The itinerary for NLLN's annual meeting includes:

4 – 5 p.m. NLLN's Governing Board meeting in the Pavilion at D.L.'s City Park

5 – 6 p.m. Picnic lunch (catered by La Barista)

7 p.m. "Poetry and Jazz in the Park" by Vinz, Ferreira, and Law

NLLN's president, Wayne Ingersoll, will introduce the artists.

Poetry and Jazz in the Park

7 p.m. June 17, 2014

- Mark Vinz
- David Ferreira
- Bill Law
- City Park Bandshell, Detroit Lakes, Minnesota

The intersection of Washington Avenue and North Shore Drive

Poetry and Jazz in the Park is a performance of Just Friends, a collaboration between poet Mark Vinz and jazz musicians David Ferreira and Bill Law.

The rhythmic presentation of poetry along with the lyrical composition of jazz creates an experience for the listener that is enriching, imaginative, and beautiful.

The poetry of Mark Vinz draws on his experiences in rural Minnesota. His contributions include: *Inheriting the Land: Contemporary Voices from the Midwest*, *The Party Train: An Anthology of North American Prose Poems*, and many other publications that include his own prose poems. Bassist Bill Law hosts the weekly Prairie Public Radio program, *The Law of Jazz*, and pianist Ferreira is a published composer-arranger, with credentials from Illinois Wesleyan, Union Theological Seminary School of Sacred Music in New York City, and the College Conservatory of Music at the University of Cincinnati.

3. **Technology training** for librarians in the region to assist librarians in keeping up with rapidly changing technology with a focus on best practices, Summer 2014. Topics to be arranged and to include tutorials, videos for tablets and Kindle-type readers, material on research databases, etc. Efforts and focus will be to 'train the trainers', whereby those learning can develop and teach workshops of their own, in collaboration, when possible.

State Aid Expenditures: \$1,200.00. \$532.93 expended.

System in-kind staff support: \$1,200.00

Other in-kind support: \$600.00

Impact: People in the NLLN region will become more technologically literate.

Output: Developed Train-the-Trainers program whereby trained media specialists in the region teach and give on-going support to a group of media specialists they are responsible for training and supporting in three areas: 1. Electronic Library of Minnesota resources. 2. Apps. for librarians and educators. 3. Device usage, including iPads, Nooks, and Kindles. Seven media specialists have agreed to be trainers.

Northern Lights Library Network

Technology Train-the-Trainer Model 2013



Needs Analysis: The need for technology training in the Northern Lights Library Network region was determined through a survey of members in the Spring of 2013 and through a listserv discussion among over 30 media specialists and paraprofessionals in the NLLN region, December 2012. The survey was used to design NLLN's strategic plan for FY14. The following needs were determined:

1. Apps. for libraries and schools.
2. Electronic devices, such as smart phone, iPads, Nooks, and Kindles.
3. The Electronic Library of Minnesota (ELM).

Design: The Northern Lights Library Network Train-the-Trainers model is based on practical adult learning principles linked to skill building, whereby:

- Learning is self-directed.
- Learning fills an immediate need and is highly participatory.
- Learning will be helpful and applicable in the work setting.
- Learning is experiential whereby participants and trainers learn from one another.
- Training encompasses time for reflection and feedback.
- A mutually respectful environment is created between trainers and trainers-in-training.
- A summary of the learning that takes place will be completed at the end of the training.

Develop and Deliver: An essential core group of library trainers will learn three primary areas of technology used to train 3 librarians or paraprofessionals in the region on an ongoing basis per fiscal year. Training of the trainers will occur in three locations: Thief River Falls, Bagley or Bemidji, and Fergus Falls. Once trained, the trainers will individually train guide each of the three librarians/paraprofessionals

in the areas of: 1. Apps. for libraries and schools. 2. Electronic devices, such as smart phone, iPads, Nooks, and Kindles. 3. The Electronic Library of Minnesota (ELM). Individual needs for training the 1. Apps. for libraries and schools. 2. Electronic devices, such as smart phone, iPads, Nooks, and Kindles. 3. The Electronic Library of Minnesota (ELM) will be determined by the trainer and trainee. Once the needs are determined, trainers will fill-out a training work plan and submit it to Northern Lights Library Network (NLLN) Executive Director and the training will begin.

Evaluate: When training is completed, the completed work plan will be sent to NLLN's Executive Director. A stipend of \$250 will be paid to each trainer when the training is completed. Mileage at the federal rate will be reimbursed to both participants, when applicable. A brief report on what each learned will be sent to NLLN when the training for each year is completed and a certificate will be awarded.

Trainers have a job description to assist, but not limit them in their work.

September 9: First Train-the-Trainers meeting at North Country Service Cooperative (NCSC) in Thief River Falls (TRF).

November 8: Second meeting/training in TRF. Some trainers are taking an online apps. course.

Weekly meetings held via Google Hangout on Fridays at 3 p.m.

Seven trainers are actively participating with fourteen training partners involved so far. Trainers are from LaPorte, Park Rapids, Bagley, Moorhead, Thief River Falls, Kennedy, and Rosseau. Training partners are from Walker, LaPorte, Park Rapids, Nevis, White Earth, Norman County East, Sebeka, Kennedy, and Greenbush. Each trainer will complete a worksheet and a work plan for each training partner that includes need identification, method of training delivery, a training plan signed by the trainer, training partners, and supervisors.

The iPad Airs and iPad minis have arrived for each trainer.

A survey was distributed to each training partners to determine level of skill and training needs. We are learning that many schools are not aware of Electronic Library of Minnesota (ELM). Minitex sent NLLN ELM brochures that will be sent to each school in the region, along with an explanation about accessing ELM. ELM gives free access to over 40 databases to all Minnesota citizens.

Conversations with Jennifer Hootman, Librarian, Reference Outreach & Instruction at Minitex have begun regarding a statewide program to train librarians and staff in using the Electronic Library of Minnesota, with Train-the-Trainer components incorporated.

Developing a One-to-One program whereby two media specialists team up to support their work with the Destiny online catalog.

4. **Support *Spotlight on Books*** conference through fiscal year 2014 for people interested in youth literature from around Minnesota.

State Aid Expenditures: \$1,000.00

System in-kind staff support: \$12,000.00

All other revenue expenditures: \$10,000.00 through conference registrations.

Other in-kind support: \$12,000.00

Impact: More knowledge of literature available for children and young adults by professionals working with them will improve the services offered to them and result in more reading. Adults who are excited about literature for children and young adults come away from *Spotlight* with a renewed sense of excitement about literature and share what they learn with the children and young adults they serve.

Output: First meeting held in Park Rapids, July 31. Held phone conference meeting with the director, assistant director, and youth services librarian of Arrowhead Regional Library System August 7 to discuss the possibility of Arrowhead Regional Library System sponsoring and hosting Spotlight. Previous and current chairs and organizers (Joan Larson and Ruth Solie) have stated that NLLN does not sponsor Spotlight, but that the agencies on the Spotlight committee sponsor it, that NLLN is only a fiduciary agent. NLLN actually does all conference registrations, local arrangements, advertising and marketing, book ordering and invoices/payments, and other items. Arrowhead Regional Library System cannot take Spotlight on at this time because they don't have enough personnel to commit to it.

Letter from NLLN President, Wayne Ingersoll, August 20, 2013:

Dear Joan Larson and Spotlight on Books Committee:

At the August 17th Northern Lights Library Network Board meeting, the Governing Board decided that the yearly Spotlight on Books conference requires more resources to manage than available to NLLN. In 2012 and 2013, NLLN staff advertised and marketed the conference, managed all aspects of registration, made local arrangements, oversaw brochure creation and distribution, ordered books and reconciled invoices and returns, and assumed other duties associated with running the conference. All the while, it was understood that Northern Lights Library Network is not a sponsor of the conference, but only its fiduciary agent. In addition to the labor required to run the conference, NLLN has contributed an average of \$1,000/year to conference operations, which is the only pure fiduciary function NLLN oversees. The labor and funds associated with the conference are allocated to NLLN by the State of Minnesota.

In order to continue to support Spotlight on Books, the Northern Lights Library Network Governing Board decided at the August 17, 2013, board meeting that members of the committee and their sponsoring agencies become responsible for advertising and marketing the conference, managing all aspects of registration, making local arrangements, overseeing brochure creation and distribution, ordering books and reconciling invoices and returns. If this occurs, Northern Lights Library Network will truly be only a fiduciary agent for the conference.

If the committee and its sponsoring agencies choose not to assume responsibility for all conference functions, the Northern Lights Library Network Governing Board will withdraw its support in 2015. Please let the Northern Lights Library Network Governing Board know your decision no later than our next Governing Board meeting, which will be held on October 19, 2015. The decision of our board was unanimous.

Sincerely,

Wayne Ingersoll

President, Northern Lights Library Network

Clay County Commissioner

1324 5th Avenue South

Moorhead, Minnesota 56560

218-233-0116 Home

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The NLLN Governing Board voted to add \$1,000 to the Spotlight on Books fund at the October 19, 2013, meeting.

B. **Objective:** Meet local library needs collaboratively, as resources and needs arise.

Support special programming as needs and resources arise.

State Aid Expenditures: \$8423.00; \$3,246.33 expended.

System in-kind staff support: \$5,000.00

Impact: Grassroots efforts at sharing resources and working collaboratively are brought together to meet local needs for library and collections services.

Output:

Caldecott Award Collection: Completed delivering 420 Caldecott Award Collection books to the six media centers receiving them. 50 books delivered to Browns Valley on July 19 and Caldecott Honor books delivered to St. Joes School Library July 9. See more details associated with projects under other headings in this document.

Other special projects: Summer Intern, copying expenses for brochure, transcription for interviews, website redevelopment, train-the-trainers, MEMO Fall Conference evaluation and meet the illustrator, "Community and Conversation".

July 9: Visited St. Joseph School Library

July 19: Visited Browns Valley School Library

K-16 Information Literacy: Developing a program to bridge the gap between high school and college information literacy among students in the region.

July 25: Meeting with Heather Maneiro, Associate Professor, Information Literacy Librarian, MSUM

- C. **Objective:** Explore ways rural libraries can be served and enhanced in the North Central and Northwest region of Minnesota.

Conduct planning meetings with rural librarians to determine needs and to discover ways to make rural libraries a focus of NLLN's efforts. Investigate more convenient technological methods for disseminating information.

State Aid Expenditures: \$0.00

System in-kind staff support: \$1,000.00

Impact: Direct resources to rural library needs. Strong libraries in rural areas of Minnesota. Improved local and regional understanding of the needs of citizens using rural libraries.

Output: Garnered representation on NLLN Governing Board from Tammy Thomasson-Erhart from Fertile Public Library as Public Library Alternate. Sent December broadcast email to all public libraries in concerning NLLN scholarships available for the Public Library Association conference in Spring 2014.

State Aid Expenditures for Goal I: \$34,123.00

GOAL II: LONG-RANGE PLANNING FOR COOPERATIVE PROGRAMS

- A. **Objective:** Facilitate collaboration, cooperation, and resource sharing between and among libraries throughout the NLLN region and the State of Minnesota.

Travel to libraries throughout the NLLN region, attend local, regional, and statewide meetings and conferences, serve on professional library committees, and attend MLA legislative initiatives. Serve on MEMO conference planning committee; serve on Minnesota Book Award committee; attend quarterly meetings with multi-type, multi-county library directors; attend

MEMO and MLA conferences; attend MLA Legislative Days and distribute information between and among constituents, librarians, and legislators; present at conferences; meet with librarians locally and at the state level.

State Aid Expenditures: \$8,000.00 Director/staff travel. \$4,004.54 expended.

System in-kind staff support: \$5,000.00

Impact: Strong support of libraries throughout the State of Minnesota will hopefully result in continued funding and in maintaining and building a strong library infrastructure.

Output:

MEMO Fall Conference, October 3-5: NLLN sponsored “Community and Conversation” with illustrator Mike Wohnoutka Thursday evening from 8:30 – 9:30 p.m. NLLN also sponsored the survey evaluation that asked the following questions: I found the following learning opportunities most valuable because; I would like to see the following repeated at future conferences; the following activities were especially useful to me; I enjoyed this particular kind of food; I would like to see more of; suggestions for future keynote addresses; one change I would make to the conference for next year is; an average of 48 conference attendees responded to the survey with valuable information for the conference next year. Kathy led a break-out session on Friday afternoon from 2 – 2:45 p.m. in the Pew Research Center’s report, *Younger Americans’ Reading and Library Habits*. Conference co-chair, Dawn Nelson thanked NLLN for “Community and Conversation”, saying, “Thank you so much for such a great idea. This was a wonderful addition to the evening on Thursday. The new opportunities for activities are exciting and the different things came together nicely.” Another thank you from Donna Ohlgren: “I would like to thank you for creating our MEMO conference evaluation this year. I really appreciate your willingness to pitch in and help. We had over 40 responses by the time I checked in with great feedback.”

Meetings:

July 9: Visited St. Joseph School Library and had a conversation with Cathy Bjorkland, media specialist

July 12: Met with Kristi Harms in Thief River Falls, Director of the Northwest Regional Library System.

July 17: Minitex planning meeting at Concordia Moorhead, approximately 50-60 librarians attended, NLLN sent publicity to members.

July 19: Met with Katie Melzer in Browns Valley, media specialist of Browns Valley School

July 23: Quarterly multi-type director meeting in Virginia, Minnesota

July 30: MLA Legislative Forum, St. Cloud

August 1: Branch Out Workshop, Maple Grove.

August 1: Minnesota Department of Education, retirement State Librarian, Nancy Walton, St. Paul. NLLN sponsored gift and card from MLA and MEMO.

August 2: Branch Out Workshop, Maple Grove.

August 7: Meeting with Carol Sibley.

August 8: Meeting with Glenn Heinke.

August 9: Meeting with Zepper

August 12-14: Eide Bailly Audit

August 13: Meeting with Betsy Vinz

August 22: Meetings with Heather Maneiro and David Wahlberg.

August 26-September 15: Webpage and email meetings with Factor-of-4.

September 6: Meeting with Kevin McHenry, Assistant Commissioner, Minnesota Department of Education.

September 9: Train-the-Trainers meeting Thief River Falls

September 11 – 13: Minnesota Historical Society meeting in Lanesboro.

September 18: Meeting with possible NLLN intern.

September 19: Meeting with Amy Stoller-Sterns, Historic Holmes Theatre, Detroit Lakes.

September 21: Poetry reading and classical piano MSUM

September 24: Meeting with New Rivers Press.

October 4: Presentation and illustrator sponsored at MEMO conference.

October 9: Meeting with Luke Evenson at Eide Bailly to discuss FY2012 audit.

October 19: NLLN Governing Board meeting.

October 22: Meeting with Suzanne Kelley, New Rivers Press.

October 29: Lunch meeting with Carol Sibley to discuss NLLN initiatives.

October 30: Meeting with staff at Minitex to discuss elm4you.org access, meeting with Factor-of-4 to continue to design NLLN webpage, meeting at Apple Store, Mpls., to order iPad Airs.

November 1: Lunch meeting with Liz Lynch, LARL director, to discuss collaboration possibilities.

November 7: New Rivers Press 45th celebration at Rourke.

November 9: Meeting with Glenn Heineke in Alexandria to conduct systematic review.

November 15: 2nd Annual Minnesota Archives and Library Symposium at Hennepin County main library downtown Minneapolis, Google Hangout meeting with Trainers for Train-the-Trainers.

November 18: Lunch meeting with Lina Belar in Perham to discuss the next meeting with the Minnesota Historical Society.

November 19: Meeting with Dennis Warner to discuss his book, curriculum, and presentation on bullying used in elementary schools.

November 21: Meeting at LARL with Jennifer Rodger to discuss “One Book, One Community”; Google Hangout meeting with MEMO Fall 2014 Conference planning committee.

November 22: Google Hangout meeting with Trainers.

B. **Objective:** Facilitate better communication about the purpose and benefits of libraries to citizens of the region.

Ongoing public relations efforts based on a SMART public relations plan through public service announcements and publicity in newspapers, radio and television stations. Collect, prepare, and distribute library public relations materials through libraries and media outlets in the region and receive feedback from member libraries on their public relations needs. In collaboration with members, visit community organizations throughout the region to promote libraries. Develop consistent message and branding and develop materials that can be used locally, such as radio, television, newspapers, social media, and online samples, with a possible publicity kickoff event. Determine outreach efforts used by Friends of the Library in Minnesota and use their organizations and materials as conduits for publicity.

State Aid Expenditures: \$2,500.00. \$949.22 expended.

System in-kind staff support: \$2,000.00

Impact: Press releases, radio interviews, television stories, ads, Northern Lights Library Network brochure and its ongoing distribution, distribution of annual report will increase

awareness among Minnesota citizens of the purpose and benefits of libraries, resulting in library usage and better lives.

Output:

Meet with public relations consultant, Dr. David Wahlberg, at the NLLN office to discuss public relations on the first Tuesday of each month.

Brochure completed.

**SMART PUBLIC RELATIONS PLAN:
FORWARD**

The research-driven FY 2014 Northern Lights Library Network Strategic Plan defines a set of clear organizational priorities and goals. In alignment with its specific set of action steps, this SMART public relations plan becomes a tool to aid in the achievement of NLLN's strategic initiatives.

A SMART public relations plan is built around an organized series of actions that are Specific, Measureable, Achievable, Relevant, and Time Specific.

Specific	The plan has tangible goals and actions.
Measurable	The plan is assessed through pre-defined quantitative and qualitative criteria that are regularly reviewed and may be used to generate modifications to the plan based on audience behaviors and changes in strategic direction.
Achievable	The plan is realistic in scope and for the assigned budget.
Relevant	The actions and goals are important and resources (financial and human) assigned to the completion of the plan.
Time specific	The plan has short and long term goals that are reviewed periodically by stakeholders.

GOAL 1: Share resources among all participating libraries.

1. Career development scholarships and library funding: Disseminate the information through published reports, blogs, and website postings when scholarship recipients return from continuing education activities.

ACTION: Communications Assistant/NLLN Intern. Identify and hire a college student as a communications specialist who will be charged with maintaining the NLLN website and updating it with new content on a weekly basis. This person will use additional social media channels (Twitter and Facebook are potential venues) to encourage communications between the NLLN and its various audiences. The frequently updated content should include text, photos, and short video clips.

Other duties of the Communications Assistant/NLLN Intern will be to monitor digital media for mentions of the NLLN, member institutions, key individuals and issues. This can be accomplished using free tools such as Google Alerts. When such content is identified, it should be shared via the NLLN website and social media channels.

Requirements: 1) an intern with career aspirations that align with public relations/marketing and advocacy organizations such as the NLLN, 2) budget based on 5 – 10 hours per week at \$10/hour, 3) budget for participation in NLLN events, 4) computer station with internet access, and 5) a still/video camera.

2. Poets Across Minnesota

ACTION: Write and distribute news releases to local news outlets news when a Poets Across Minnesota event will be held. The news releases can follow a basic template and be sent two weeks in advance. The purposes of the news will be to encourage attendance, raise awareness of the NLLN and the program, and invite media coverage of the event. The news releases, subsequent media coverage, and NLLN photos from each event will be further distributed via NLLN website and social media outlets.

Requirements: intern time, news media database

3. Support Spotlight on Books: Investigate convenient technological methods for supporting information

ACTION: Explore the feasibility of using Skype, Go To Meeting, or similar video conferencing tools to conduct certain meetings. If feasible, this action will reduce travel costs, conserve participant's time and encourage communications that might not otherwise have occurred due to the restrictions of travel.

Requirements: While limited web based conferencing tools are available at no cost, more robust tools allowing larger groups to participate have subscriptions fees. Skype Premium allows up to ten individuals to video calls cost \$10/month. Final budget TBD.

GOAL 2: Long-range planning for cooperative programs

Ongoing public relations efforts based on a SMART public relations plan through public service announcements and publicity in newspapers, radio and television stations. Collect, prepare, and distribute library public relations materials through libraries and media outlets in the region and receive feedback from member libraries on their public relations needs. In collaboration with members, visit community organizations throughout the region to promote libraries. Develop consistent message and branding and develop materials that can be used locally, such as radio, television, newspapers, social media, and online samples, with a possible publicity kickoff event. Determine outreach efforts used by Friends of the Library in Minnesota and use their organizations and materials as conduits for publicity.

Anticipated outputs: Press releases, radio interviews, television stories, ads, Northern Lights Library Network brochure and its ongoing distribution, distribution of annual report.

Impact: Awareness among Minnesota citizens of the purpose and benefits of libraries, resulting in library usage and better lives.

ACTION: Goal 2 provides the foundation for the systematic elevation of the public profile of the Northern Lights Library Network through a series of integrated marketing activities. Much of the benefit of this effort will be the product of low or no cost media activities, such as news releases and digital communications (other than the requisite investment in time to envision and create these materials), while some activities may require specific funding, such as the production of printed materials.

Setting the strategic direction of public relations plan is equally as important as the actual execution of the plan. To coordinate and evaluate the activities, a **Monthly Planning Meeting** should be held between the Executive Director of the NLLN, the Communications Assistant/NLLN Intern, and Communications Consultant. A critical topic at this one -hour planning meeting will be upcoming activities within the NLLN region that may provide content for distribution. Other topics may include website improvements, review of previous month activities, and defining further service needs for the NLLN and its members.

At the end of each planning meeting, a project list will provide the Communications Assistant/NLLN Intern with a work plan. As the Communications Assistant/NLLN Intern conducts the activities of the work plan, draft materials will be reviewed by the executive director and communications consultant to align the work with anticipated outcomes, as well as enrich the learning opportunity for the student through professional feedback and mentorship.

1. Provide added civic support for citizen engagement activities.

ACTION: Under the guidance of the executive director and communications consultant, talking points and library stories will be drafted by the Communications Assistant/NLLN Intern.

Goal V Communications systems among all cooperating libraries

A. **Objective:** Develop and continue to maintain electronic and social media methods for communicating with members.

Send ongoing emails and Constant Contact and Listbox messages; maintain and update webpage; develop a Facebook page and Twitter account; update Flickr; manage and introduce emerging communication technologies. Brochure development and distribution, annual report development and distribution, various mailings. It should be noted that too many messages sometimes create a situation whereby the emails are automatically discarded, without being read. Therefore, it is necessary for NLLN to find the balance between information that is valuable and ‘information overload’.

Anticipated outputs: Communication between NLLN members.

Impact: The ability for libraries of all types to communicate with one another in the NLLN region.

ACTION: Under the guidance of the executive director and communications consultant, the Communications Assistant/NLLN Intern work plan will include a set of activities defined at the Monthly Planning Meetings to build community within the NLLN membership.

SCHEDULE OF ACTIVITY

Event	Description	Consultant Time
Research/Preparation/Consultation	Consultation via telephone, email, Skype with Executive Director. Review of existing information including strategic planning documents, reports, research. Preparation by Consultant for Foundational Discovery meeting with stakeholders	Five hours
Foundational Discovery meeting	Consultant conducts moderated group exercise with stakeholder group in Detroit Lakes.	Two hours
Draft #1	Consultant writes first draft of SMART Public Relations Plan that addresses goals, tactics, audiences, measurements for evaluation.	Eight hours
Draft review	Executive Director, stakeholders respond to Draft #1	
Final draft	Consultant prepares final plan	Three hours
Plan incorporation	NLLN staff	
Plan review	Consultant and stakeholders conducts six month review of outcomes based on data provided by NLLN, makes recommendations based on audience behaviors.	Four hours

C. **Objective:** Support library advocacy activities.

The following six activities are library advocacy initiatives of Northern Lights Library Network:

- 1. Provide added civic support for citizen engagement activities** in member libraries to activate the constituent base, increase support, and elect public officials who care about libraries. As a valued and trusted civic resource, libraries are in a key position to empower citizens to become actively engaged in the democratic process. Community engagement programming leads to optimism, individual well-being, and overall civic health. By friendliness and without begin threatening, libraries bring people together in a nonpartisan way, and provide them with un-biased facts in an impartial environment. As

publically supported entities, libraries are uniquely positioned to address information needs of the people they serve through the use of physical space, technology, and skilled staff. Develop talking points and library stories that can be shared between and among libraries.

State Aid Expenditures: \$1,000.00

System in-kind staff support: \$3,000.00

Impact: Civic engagement activities in regional libraries will result in healthy rural communities.

Output:

- 2. Develop activities that bring all libraries together** by creating and sustaining ongoing internships for graduates and undergraduates interested in a career in Library and Information Science through the learning opportunities engaged in by an NLLN library intern. Determine research and development initiatives to be implemented by intern.

State Expenditures: \$1,000.00

System in-kind staff support: \$5,000.00

Impact: The ability for libraries of all types in the region to communicate freely with each other and to collaborate on projects that enhance services of libraries in the region will result in broader representation of NLLN members throughout the network in place at NLLN.

Output: Posted an internship announcement with MSUM Career Services to develop social media for NLLN.

October 31: Two interviews with Communication Specialist intern candidates.

November 4: Interview with one intern candidate.

November 7: Two interviews with intern candidates

November 12: Meeting with David Wahlberg to discuss internship applicants.

Hired Jordan Schroeer, a Communication Specialist Intern to work 10 hours a week for ten weeks at \$10/hr. Jordan is expected to complete his Bachelor of Science in Mass Communications with an emphasis in Broadcast Journalism May, 2015, from MSUM, 4.0 GPA. Jordan is just completing a Communications Internship at the United States Senate Office of Senator Al Franken, Washington, D.C. Jordan comes to NLLN with experience in writing and monitoring news stories and will be creating NLLN's first Facebook page, writing press releases, and promoting NLLN.

Hired volunteer Iseun-Ife Oyebanjo who has a background in graphic communication and 3D animation. Shawn will be taking pictures for the NLLN Facebook page and designing the poster for NLLN's annual meeting, among other duties as they arise.

**Northern Lights Library Network
Internship for Undergraduate Students
Interested in a Career in**

Advertising, Communication, Film, Graphic Design, Journalism, or Media

Northern Lights Library Network (NLLN) is a cooperative network of members in academic, public, school, and special libraries in 23 counties of North-central, North-west, and West-central Minnesota working at the grassroots level to bring together all types of libraries and collections in the region to discover, enhance, and share resources through administrative, technological, and educational support. NLLN is geographically the

largest of the 7 multi-type, multi-county library cooperative systems in Minnesota, mandated by Minnesota Statute 134.35, and supported by the Minnesota Department of Education.

Title: Communication Specialist

Hours: 10 Hours a week, To be arranged.

Stipend: \$10/hour, College credit to be arranged

Qualifications: An undergraduate student with career aspirations that align with public relations or marketing and advocacy organizations such as Northern Lights Library Network.

Description: The Communication Specialist will be charged with maintaining the Northern Lights Library Network (NLLN) website and updating it with new content. This person will use additional social media channels to encourage communication between NLLN and its various audiences (Twitter and Facebook). The content should include text, photos, and short video clips.

The Communication Specialist will write and distribute news releases to local news outlets news when a Northern Lights Library Network event will be held. The news releases can follow a basic template and be sent two weeks in advance. The purposes of the news will be to encourage attendance, raise awareness of the NLLN and the program, and invite media coverage of the event. The news releases, subsequent media coverage, and NLLN photos from each event will be further distributed via NLLN website and social media outlets. The Communication Specialist will also explore the feasibility of using Skype, Go To Meeting, or similar video conferencing tools to conduct certain meetings.

Other duties of the Communication Specialist will be to monitor digital media for mentions of the NLLN, member institutions, key individuals and issues. This can be accomplished using free tools such as Google Alerts. When such content is identified, it should be shared via the NLLN website and social media channels.

To coordinate and evaluate the activities, a Monthly Planning Meeting should be held between the Executive Director of the NLLN, the Communication Specialist, and Communications Consultant. The Communication Specialist work plan will include a set of activities defined at the Monthly Planning Meetings to build community within the NLLN membership. At the end of each planning meeting, a project list will provide the Communication Specialist with a work plan. As the Communication Specialist fulfills the activities of the work plan, draft materials will be reviewed by the executive director and communications consultant to align the work with anticipated outcomes, as well as enrich the learning opportunity for the student through professional feedback and mentorship. A critical topic at this one-hour planning meeting will be upcoming activities within the NLLN region that may provide content for distribution. Other topics may include website improvements, review of previous month activities, and defining further service needs for the NLLN and its members. Under the guidance of the executive director and communications consultant, talking points and library stories will be drafted by the Communication Specialist. A computer workstation and a still and video camera will be provided for the intern to accomplish required duties.

- 3. Join together Historical and Cultural Organizations and Museums and design a strategy to approach the organizations to become NLLN members** in order to strengthen their collections, support professionals managing their collections, and make the collections more easily accessible to citizens of the region. Develop strong ties with the Minnesota Historical Society in order for consistent information dissemination throughout the region.

State Aid Expenditures: \$500.00

System in-kind staff support: \$5,000.00

Impact: As Historical and Cultural Organizations and Museums in the region become members of NLLN and receive the benefits of membership, citizens throughout the region and beyond will increase their understanding of Minnesota rural history through access to and awareness of rural historical, cultural, and museum collections.

Output:

Directory: Completed compilation by summer intern, James Harrison Rogers, of a directory of historical and cultural organizations and museums of the NLLN region. A collaboration with "Explore Minnesota" possible. Betsy Vinz is editing the directory.

July 8 Hjemkomst Center visit (Moorhead)

July 12 Kittson County History Society Visit (Lake Bronson)

July 19 Browns Valley Historical Society Visit (Browns Valley)

September 11 – 13: Minnesota Historical Society meeting in Lanesboro

Work on the Directory continues.

October 8: Meetings with Betsy Vinz (Directory), Suzanne Kelley (New Rivers Press, and David Wahlberg (Public Relations).

November 15: Attended the second annual Minnesota Archives Symposium at the Hennepin County Library Central Library in Minneapolis, sponsored by the Twin Cities Archives Round Table, on November 15, 2013: Founded in 1982, the Twin Cities Archives Round Table (TCART) includes members from the Minneapolis-Saint Paul metropolitan area, as well as greater Minnesota and western Wisconsin. Members include archivists, manuscript curators, librarians, records managers, and information specialists representing government agencies, county and state historical societies, colleges and universities, religious organizations, non-profits, and corporations.

Submitted a proposal to the American Association for State and Local History (AASLH) Annual Meeting in St. Paul September 17-20, 2014:

ABSTRACT: In 1998, the Friends of the History Museum of East Otter Tail County began a multi-year collaboration with libraries, first at the regional level with Viking Library System, and then with Northern Lights Library Network, a multi-type library system in northwest Minnesota. Later, in 2001, several members of the VFW approached the Friends of the History Museum of East Otter Tail County in Perham with a new idea. WWII veteran Sherman Mandt, shared his thoughts, “We want a way to preserve our stories, but we don’t just want to see a bunch of guns and uniforms.” And with that heartfelt statement, the vision for a new museum was created. In Their Own Words (ITOW) Veterans Museum opened in 2006 and is still the only museum in the country based entirely on the oral history of veterans. Designed as collaboration between veteran’s organizations and the Friends of the History Museum, the concept for ITOW grew beyond the geographic boundaries of the original collaborators as evidenced by the state and federal appropriations that it received. Through that collaboration, this small rural museum in Perham was able to digitize important historic records and create online access to them for anyone in the world. These two examples of collaboration in a small rural community provide excellent examples of what can happen when organizations join together to create something greater than themselves. The roundtable discussion will focus on what worked and what didn’t and, more importantly, what lessons have been learned that can be applied to future collaborations. 249 words

SESSION DESCRIPTION : “And Then a Miracle Happens” – Take a 60’s idealist, a couple of battle-scarred veterans, and several gifted geeks and stir them all together. This unlikely collaboration was the basis for the ITOW Veterans Museum in Perham, a state-of-the-art veteran’s museum unlike any other in the country. In this session, participants will learn and discuss the opportunities for collaboration around ideas that emerge at the grassroots level.

At the end of the session, participants will know how to bring together disparate agencies around a common idea that emerged at the grassroots level and find the means to organize and fund new ideas locally.

Session Chair

Name: Lina Belar

Title: Retired Executive Director Friends of the History Museum of East Otter Tail County

Address: 349 2nd Avenue SE

City, State, Zip: Perham, MN 56573

Phone: 218 849-1454

Email: lbelar@eot.com

Chair: Lina Belar is the founder and retired director of two museums in Perham, the History Museum which opened in 1998 and the ITOW Veterans Museum which opened in 2006.

Inspired by mentors from the Minnesota Historical Society she has consistently believed in setting the highest goals and then finding ways to combine people resources to make them possible. She is a published writer of numerous non-fiction articles and is currently at work on a memoir about her experiences in the museum world. She brings years of practical knowledge and a wealth of resources to the session as well as some fascinating stories. 102 words

Session Participant

Name: Kathy Enger

Title: Executive Director

Institution: Northern Light Library Network

Mailing Address: Townsite Centre, Suite 254, 810 4th Avenue South

City, State, Zip: Moorhead, Minnesota 56560

Phone: 701-429-1857

Email: Kathy.Enger@nlln.org

Kathy B. Enger is executive director of Northern Lights Library Network (NLLN), a multi-county, multi-type library system serving libraries and collections of all types in 23 counties of North-central, North-west, and West-central Minnesota. NLLN works at the grassroots level to discover, enhance, and share resources and provide administrative, technological, and educational support for all types of agencies supporting collections in the region. NLLN is mandated by Minnesota Statute 134.351 and funded by the Minnesota State Legislature through the Minnesota Department of Education.

- 4. Conduct interviews of library media personnel in the region;** transcribe and analyze the interviews; report results through presentations and publication. Increase awareness of the importance of and need for library media centers and address concerns about the loss of certified teacher librarians managing library media centers.

State Aid Expenditures: \$0.00

System in-kind staff support: \$5,000.00

Impact: 10 interviews; two publications; two presentations and reassignment of librarians from classrooms back to library media centers will result in qualified teacher librarians managing media centers, students learn the reading and research skills they need to be successful life-long learners and know how to determine between information that is reliable and unreliable. Students and teachers will have access to library collections that are well developed and maintained.

Output: Completed five interviews and transcription, five to go. Met with with Glenn Heinke, media specialist from Rosseau, at the NLLN office July 11, August 8, November 9 for conducting a systematic review of the literature on the Internet and published literature to determine the skills library media specialists teach students by developing a conceptual framework that may be presented to school board members at the annual Minnesota state

meeting in October, to principals and superintendents taking coursework at colleges and universities in the region, and publication in school and library literature. Completed printing over 100 documents from literature on the Internet and 53 published academic articles.

July 11: Met with Glenn Heinke at NLLN office.

August 8: Met with Glenn Heinke at NLLN office.

Scheduled two more interviews in the region.

- 5. Call school library media centers and use existing electronic communication in the NLLN region** and offer assistance to complete the Minnesota Department Education (MDE), Library Services Annual Report. Show relationship on reading score results between schools that have teacher librarians compared to those that do not by increasing data collection results for the State of Minnesota Library Services School Library Annual Report. Between 2008-2011, the MDE showed a positive correlation between library programs and student achievement, as school library media hours went up or stayed the same, reading scores increased. Investigate training workshop at MEMO and TIES.

State Aid Expenditures: \$0.00

System in-kind staff support: \$1,000.00

Impact: More completed surveys from school library media centers in the NLLN region with enough reliable data to draw correlations at the state level will result in improved and informed decision making at the state and local level concerning library media center services.

Output:

July 18: Met with Adelle Bridgeford, retired media specialist, at NLLN office. Adelle called the media specialists in May and continues to volunteer on NLLN media center related projects.

- 6. Participate in the library advocacy activities** of the Minnesota Library Association.

State Aid Expenditures: \$0.00

System in-kind staff support: \$1,200.00

Impact: Ongoing, sustainable, and continuous library funding at the local, state, and national level will result in community optimism, individual well-being, and overall civic health.

Output:

November 15: Attended MLA Legislative Committee meeting in St. Paul at MELSA meeting room. Importance of meeting with legislators at the local level emphasized.

Library Luncheon with Legislators after the next NLLN Governing Board meeting, February 15, 2014. Minnesota Library Legislative Day, Wednesday, March 5, 2014, in St. Paul.

Minnesota Library Association • Minnesota Educational Media Organization 2013 Legislative Platform

Education Funding

1. Fund Regional Public Library Basic System Support grants at the current level of \$13,570,000 each year of the biennium.
2. Fund Multicounty, Multitype Regional Library System grants at the current level of \$1,300,000 each year of the biennium.
3. Fund the Telecommunications Equity Aid and Regional Library Telecommunications Aid programs to ensure equitable access to high-speed broadband and Internet services for K-12 schools and public libraries.
4. Fund Minitex at \$5,631,000 each year of the biennium.

5. Fund MnLINK at \$400,000 each year of the biennium.
 6. Fund Electronic Library for Minnesota (ELM) at current levels each year of the biennium.
 7. Dedicate the entire proceeds of the Permanent School Fund for school technology and library media resources to support Common Core Standards and other initiatives.
 8. Appropriate \$750,000 in the first year and \$600,000 in the second year of the biennium to subscribe, implement, and promote free, online homework help for all MN students.
- Appropriate \$750,000 in the first year and \$600,000 in the second year of the biennium to subscribe, implement, and promote free, online homework help for all MN students.

Legacy Funding

9. Change the Regional Public Library Legacy funding formula by replacing the equalization factor in the formula with a “qualifying system entities” factor.
10. Fund Regional Public Library Legacy initiatives at \$4,250,000 for each year of the biennium from the Arts and Cultural Heritage Fund.
11. Fund the Minnesota Digital Library at \$750,000 to expand into a statewide digital preservation initiative from the Arts and Cultural Heritage Fund.

Policy

12. Add data privacy protection for electronic materials and services to MS13.40.
- July 30: Attended Minnesota Library Association Legislative Forum in St. Cloud.

D. Objective: Bring professional library expertise into the region.

Professional engagement and support for individual library professionals in the region to devote their time and service to the ongoing work of the profession above and beyond their daily job. Professionals in the region must contribute to the library profession by presenting at a conference or by participating in a professional committee.

State Aid Expenditures: \$2,000.00. \$1,000.00 expended

Impact: Professional engagement at the state and national level will improve the library profession and benefit the entire library community.

Output: Connie Jones Anne of Green Gables presentation July 2013.

E. Objective: Stay current on library developments.

Maintain memberships in library organizations, subscribe to library publications.

State Aid Expenditures: \$500.00. \$189.00 expended.

Impact: Memberships and subscriptions to professional library organizations and publications will result in up-to-date library knowledge among NLLN membership.

Output: Updated MLA and MEMO memberships.

Continuing education for NLLN Executive Director.

State Aid Expenditures: \$500.00. \$385.00 expended.

Impact: Participation in continuing education activities for NLLN executive director will result in ability of NLLN executive director to share up-to-date knowledge with NLLN membership.

Output: Taking online course. Added NLLN membership to Lakes Country Service Cooperative.

State Aid Expenditures for Goal II: \$16,000.00

GOAL III: DEVELOPMENT OF A DELIVERY SYSTEM FOR SERVICES AND PROGRAMS

- A. **Objective:** Secure needed library materials by getting them to patrons in a timely manner.

Interlibrary loan support for library systems in the region.

State Aid Expenditures: \$5,000.00

System in-kind staff support: \$5,000.00

Impact: Interlibrary loan service to patrons in the NLLN region will result in timely access to library materials by patrons in the NLLN region.

Output:

State Aid Expenditures for Goal III: \$5,000.00

GOAL IV: DEVELOPMENT OF A BIBLIOGRAPHIC DATABASE

- A. **Objective:** Support existing online catalog structure in regional schools by providing training to library media personnel using the Destiny catalog.

Two Destiny webinars and one Destiny online catalog training at a central location during FY14. School library media specialists trained will branch out to conduct training in their region.

State Aid Expenditures: \$3,000.00

System in-kind staff support: \$1,000.00

Impact: Training for up to 50 library media personnel will result in improved access to library materials by students and teachers using the online Destiny catalog.

Output:

Northern Lights Library Network is sponsoring two Destiny online catalog training sessions in 2014. Fifteen library professionals have registered for the February 22nd workshop so far.

Destiny Refresher Workshop
“What We Need to Operate Destiny During the School Year”
This will be a ‘hands-on’ working session
Bring your Destiny login information.
Saturday, February 22, 2014
8:30 a.m. – 12 p.m.
Bagley High School Computer Lab
1130 Main Avenue North
Bagley, Minnesota
by Gina Drellack, Media Specialist
No Registration Fee

8:30-9:00	Registration and Refreshments
9:00-10:30	Circulation
10:30-10:45	Break

10:45-11:30 Cataloging
11:30-12:00 Open Forum and Lunch

Destiny from the Circulation Point of View

Assuming patrons and materials are loaded already...

Checkout Flow

Daily Function:

- checking out (by homeroom, too)
- set due dates
- set calendar
- class lists of checkouts
- checkin
- paid lost booksnotes
on patron *and* book

Checkout Flow

Seasonal Function:

Adding new students

- Is Destiny synced with your SIS?
- auto updates new students
- otherwise manually add students

Adding books to collection

- random, individual
- add title, copies
- labels (barcode, spine)
- filled order from a company
- upload MARC file

Uploading patron pictures

- print out help sheets!
- zip file
- images
- map file (idlink.txt)

Inventory

Yearly Function

Preparing patrons for the next academic year

- synced? autoupdate
- K added, 7 added (2 schools)
- delete 6th grade, seniors
- before new SIS year!! Whoops!
- what to do if not synced
- Homeroom (elementary)
- our field isn't mapped, so we do that manually

Destiny from the Catalog Point of View

Review how to add a file of MARC records and adding individual books
How do students access the online catalog?

- elembookmark
on library computers, up all the time
- hsicon
on student logins
- linked to library website(s)
Resource Lists
Searching
Results by (call number, for us)
Patron accounts

Digital Destiny Workshop
Destiny Quest, Digital Content, QR Codes, and other Cool Stuff
‘Hands-On’ Working Session
Bring your Destiny login information.
Monday, March 10, 2014
8:30 a.m. – 12 p.m.
Park Rapids High School Media Center
401 Huntsinger Avenue
Park Rapids, Minnesota
by Laurie Conzemius, Media Specialist
No Registration Fee

- | | |
|---------------|---|
| 8:30 - 9:00 | Registration |
| 9:00 - 9:50 | Using Destiny Quest with students
Introduction to Destiny Quest: Motivation for using it with students
Password maintenance
Using the shelf options: <i>Want to read, Reading, Read</i>
"Friend-ing" others within your school building
Using ratings and recommendations with Destiny Quest |
| 9:50 - 10:30 | Adding digital content to your catalog
Creating book trailer or book review videos easily through Animoto |
| 10:30 - 10:40 | Break |
| 10:40 - 11:30 | Creating QR Codes to display and advertise books
Using Aurasma and other library activities |
| 11:30 - 12:00 | Lunch and Additional cool stuff – share something you are using. |

B. **Objective:** Access online bibliographic materials using the OCLC union catalog

Support cataloging fees for membership to the OCLC consortium by Northwest Regional Library System

State Aid Expenditures: \$600.00

Other in-kind support: \$1,500.00 NWRL cataloging

Impact: Cataloging of 1,600 records will result in patron access to online catalog materials

Output: Paid OCLC membership cataloging fees for NWRL October, 2013 for 2013. 1,600 records cataloged.

C. **Objective:** Assist libraries in keeping up with rapidly changing technology.

Through ongoing interaction with members, determine technology resources available in the region and link those resources with libraries that need them on an ongoing basis throughout fiscal year 2014 and beyond. Determine supplemental funding sources available to libraries and collections in the region for hardware and software and make them available.

State Aid Expenditures: \$0.00

System in-kind staff support: \$4,000.00

Impact: Up-to-date technology in area libraries will improve citizen's technology skills and ability to access electronic resources.

Output:

State Aid Expenditures for Goal IV: \$3,600.00

GOAL V: COMMUNICATIONS SYSTEM AMONG ALL COOPERATING LIBRARIES

- A. **Objective:** Develop and continue to maintain electronic and social media methods for communicating with members.

Send ongoing emails and Constant Contact and Listbox messages; maintain and update webpage; develop a Facebook page and Twitter account; update Flickr; manage and introduce emerging communication technologies. Brochure development and distribution, annual report development and distribution, various mailings. It should be noted that too many messages sometimes create a situation whereby the emails are automatically discarded, without being read. Therefore, it is necessary for NLLN to find the balance between information that is valuable and 'information overload'.

State Aid Expenditures: \$4,200.00. \$3,628.84 expended.

System in-kind staff support: \$5,000.00

Impact: Communication between NLLN members improves the ability for libraries of all types to communicate with one another in the NLLN region.

Output:

July 17: Sent emails to NLLN members to attend July 17 Minitex planning meeting at Concordia, Moorhead

August 6: Telephone meeting with AT & T to determine if NLLN's website and email may be hosted with AT & T

August 7: Telephone meeting with Century Link to determine if NLLN's website and email may be hosted with AT & T

August 12: Telephone meeting with Alan Stevens, retired librarian from the University of Southern California, to determine how NLLN's webpage can be redesigned to fit iPhone and electronic device screens. Alan is redesigning the NLLN webpage.

September 16: New webpage up and running.

Ongoing phone conversations and emails with Factor-of-4, a Minneapolis company that securely monitors NLLN's webpage and houses its email accounts.

NLLN Blog up and running on the NLLN Website.

State Aid Expenditures for Goal V: \$4,200.00

Total State Aid Expenditures for Goals I-V: \$62,923.00

Northern Lights Library Network Governing Board FY14

- Wayne Ingersoll, President, Lake Agassiz Regional Library, Clay County Commissioner
- Richard Anderson, Vice President, Beltrami County Commission
- Betsy Vinz, Treasurer, Lake Agassiz Regional Library, Moorhead Library Representative
- Gay Galles, School Library Representative
- Charlie Lindberg, Northwest Regional Library System Representative
- Ruth Holmgren, Viking Library System Representative
- Carol Sibley, Academic Library Representative
- Jenna Kahly, Public Library Representative
- Peter Bremer, Alternate Academic Library Representative
- Chris McArthur, Alternate School Library Representative

Northern Lights Library Network Executive Director FY14

Kathy B. Enger