

**PUEBLO CITY-COUNTY LIBRARY DISTRICT BOARD OF TRUSTEES
DEVELOPMENT COMMITTEE MEETING**

March 30, 2011

I. CALL TO ORDER

Ms. Baca called the meeting to order shortly at 5:35 p.m.

Board Members Present: Sherri Baca, Committee Chair; Katherine Frank; Phil Mancha; Jim Stuart, ex officio

Staff Present: Jon Walker, Executive Director; Jane Carlsen; Executive Assistant/Board Secretary

II. DISCUSSION ITEMS

Ms. Baca explained the group would be brainstorming about ways to get the Board Development initiative going again. There was a brief review of the initiatives that resulted from the Development Committee from a few years ago when they arranged visits to Denver area libraries, had Pat Wagner lead a presentation on Board responsibilities, and added staff presentations at Board meetings.

Mr. Stuart said he would like to visit the Pikes Peak Library District in Colorado Springs with an emphasis on RFID. Since that is in the library's planning, the Board might be better prepared to discuss it, and he believes that is something we should get on the schedule.

Dr. Mancha heard from a consultant with twelve Board-oriented case studies, and he suggested it might be an interesting exercise to take 10 minutes of a Work Session to discuss those.

Ms. Baca noted that the Board heard from Dan DeRose from the Southern Colorado Community Foundation that each of their members is responsible for presenting a topic at each meeting as a Board learning opportunity. Ms. Baca noted that all of us have served on different boards and have different experiences, and that might fit with Dr. Mancha's idea so the responsibility is spread around. Dr. Mancha said that would be once a month. Mr. Walker said if there are twelve, those could be distributed to the Board members to share and discuss each topic.

Mr. Walker provided a portion of the new 2011 Colorado Library Standards that came out in January. Mr. Walker said the pages he had provided discuss Board training or development. Mr. Walker pointed out on page 24, in the third paragraph, "... In order to stay current and informed, both the Library Director and the Library Governing or Advisory Board participate in activities sponsored by state and national library organizations." Mr. Walker said this is a Governing Board rather than an Advisory Board. Mr. Stuart said the Board has been doing that, and several Board members have gone to PLA or CAL conferences.

Mr. Walker pointed out on page 26, item 15, "The Library Governing Authority sets goals for its own continuing education and performance, ..." Mr. Walker said that is what the Board is doing now and is setting those goals. On page 27, Mr. Walker referred to item 25, "The Library Director and the Library Governing Authority stay current with library related issues by way of the Colorado State Library (CSL), the Colorado Library Consortium (CLiC), the Colorado Association of Libraries (CAL), and the American Library Association (ALA) including Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF)." Mr. Walker pointed out that Board members have attended the CAL Conference, and some Board members have attended ALA. Dr. Mancha said he had attended PLA a couple of times as well as the ALA Mid-Winter Conference in Denver. Dr. Frank noted that she had attended ACRL (Association of College and Research Libraries).

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Dr. Mancha suggested the Board create a calendar of professional development opportunities to get a bigger picture of what is available. Dr. Mancha said one can say that by going to the meeting, and hearing what the professional librarians are presenting qualify as learning opportunities. Dr. Mancha said there's no thought about requiring Board members to attend, but there might be a lot of members of the Board who want to broaden their perspective. Mr. Walker agreed that it is a benefit if the Board member is so moved because it creates a bigger picture for the trustee about what the missions of the library are, although the Standards say the monthly meetings with the presentations are sufficient.

Mr. Walker suggested that this could be presented in April. Mr. Walker said CAL is scheduled in October in Loveland. The ALA Conference is scheduled in June in New Orleans. PLA will be held in 2012 in Philadelphia. Mr. Walker said there are others such as CLiC which usually has a workshop in Pueblo.

Dr. Mancha asked if there is a state that is well known for excellence in library systems, besides Colorado. Mr. Walker said traditionally Ohio was known as a strong state for public libraries, although Ohio has had some financial problems in recent years. Dr. Mancha said in terms of getting a broader perspective, he suggested attending another state's version of CAL. Mr. Walker said the Texas Library Association (TLA) Conference has a big state conference on an annual basis. Dr. Mancha said part of the purpose is broadening our perspective and having different people talk to the Board. Mr. Walker said the TLA Conference would make the CAL Conference look small, and we could add that to the list.

Mr. Walker said ACRL is more focused on college and research libraries, but there are other conferences. Mr. Walker had just returned from a conference on Computers in Libraries, but there are other national opportunities.

Mr. Walker said the Computers in Libraries Conference was held in Washington, D.C., and there was a lot of discussion about "Tree-books versus E-books." Mr. Walker reviewed the changes digital books will bring to libraries, the impact of RFID, and digitization of collections that has taken place.

Mr. Walker offered to put together a calendar with additional opportunities.

Dr. Mancha referred to page 32 from the Colorado Library Standards and suggested that some of those could be adapted for Trustees. For example, creating a Board Development plan, which is what they are doing now, and he asked if it should be formulated into a plan in order to replicate it. Dr. Mancha said item 1, "Provide staff with training in standard library values, philosophy, management..." could be adjusted to "Provide Board with training in standard library values and philosophy." Dr. Mancha emphasized the importance of talking about library values and philosophies.

Mr. Walker suggested the Board might consider attending Staff Development Day when a speaker is brought in to discuss a library or organizational issue. Mr. Walker also suggested bringing in a speaker such as Camila Alire which could be open to the public with the Board attending or with only the Board.

Ms. Baca referred to item 3 on page 32, "Provide in house or continuing education activities for staff, trustees, and volunteers." Ms. Baca asked if the Board members attend, would they be able to understand it, even if the Board attended as observers rather than being trained. Mr. Walker said you might find one or two that might be difficult, but it looks like a good opportunity. Mr. Walker said the next Staff Development Day will be in October.

Dr. Mancha had an out-of-the-box idea, explaining that by developing a curriculum of library activity, the participants would learn by developing the curriculum. Mr. Stuart said it sounds as if Dr. Mancha is talking about learning from teaching others which forces you into learning more.

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Ms. Baca said what would be neat is to actually have the expectation to teach something you learned. Mr. Stuart said he does not think we do enough about bringing back what we learned from the conference to share it with the rest of the Board members.

Dr. Frank referred to page 37 of the Colorado Standards, and she suggested what we need to think about next is not just what we want to do, but what we want to gain from it. Mr. Stuart agreed that we should have a plan of what is to be accomplished. Mr. Walker agreed, noting that he chose the Computers in Libraries conference for a specific purpose. Ms. Baca said it could be as easy as going to CAL to pick up different information to bring it all back to the rest of the Board. Mr. Stuart said it could mean that Board members look at the list of sessions and divide them up so the Board members learn different things.

Dr. Frank said when she attends an annual conference, they take a number of teachers with them, but the teachers must apply to attend and explain why they want to attend and what it will contribute to the organization. This gets in their mind that they are going for a reason, and they have to be able to articulate why they are going and the need to accomplish certain things. There is a definite plan for what it means for the organization.

There was additional discussion about determining which sessions at the conference can be useful, some sessions being better presented than others, and Dr. Frank said it is crucial to touch base during the conference to see how things are going. It is also important to have a deadline to submit a written summary of the experience to capture the information.

Dr. Mancha said we could add an expectation of learning by teaching, so if you are expected to give some presentation from a conference, you will learn more in order to create the presentation.

Mr. Walker said the Board could also come up with topics, and suggested topics such as the Freedom of Information Statement, the ALA Bill of Rights, Ethics, Strategic Planning, RFID, Literacy, and Confidentiality of Patron Records as examples. Board members could select a topic to research and present.

Ms. Baca cautioned about rotating Board members to address the topics. Rather than saying you will present on a topic in June, there could be a menu of different kinds of things the Trustee could do to broaden their knowledge. Mr. Walker said it could be a topic or some other form such as attending Staff Development Day if the Trustee did not want to lecture. Dr. Mancha agreed that would not be too onerous. It could be broad topics such as attending a presentation, attending conferences with an expectation of bringing something back, attending Staff Development Day, other relevant topics or others Board members might attend as part of their own work, and each Board member would be expected to select two from a list of 20 or so options. Other ideas might be to attend the Annual Planning Retreat, strategic planning, or something that deals with advocacy.

Dr. Mancha commented that Mr. Walker and the President do advocacy, but others might benefit from attending an advocacy activity. Mr. Walker said he will sometimes make a presentation to a City Councilman or County Commissioner, and other Board members might join that effort. Mr. Walker and Mr. Stuart met with the Superintendent from District 60, and there are advocacy opportunities that come up, and Board members don't need to do them all, but that could be a great way of watching advocacy in action. Ms. Baca said she often brings staff along to hear her speak to community groups, so those words become familiar to them so they can share with others.

Ms. Baca asked about challenges with filling the officer slots, and suggested development might include getting someone ready to be the next Board officer. Mr. Walker asked how that would work. The Vice President observes the President, before becoming President, and it would involve putting someone in place to observe and prepare to be the Vice President. Ms. Baca said it's another way to develop leadership. Dr. Mancha said it seems the job of the President is to persuade someone else to do their job. Ms. Baca said it is about developing leadership within the ranks. Mr. Walker

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said this is a small Board, and he expressed concern about the timing with two years as President and two years as Vice President, there is only another year to prepare to be Vice President with a five-year term.

There was discussion about how advocacy opportunities may not be planned far enough in advance, and Mr. Walker suggested that the calendar include deadlines for registration. Another suggestion was to keep the calendar current using the Board's website.

Mr. Walker said there are some action steps. Dr. Mancha will look for the case studies. Mr. Walker will put together a calendar of events and create a menu of opportunities for Board members to participate in during the course of the year, with Board members asked to choose two to accomplish. Mr. Stuart suggested that Advocacy would have a subset. Mr. Walker said he expects there will be plenty of opportunities.

Dr. Mancha asked how the staff presentations were going and whether Board members were learning something new. There was discussion about how some presentations were more instructive than others, but others report activities which are not as strategic.

Mr. Stuart pointed out that originally the presenter was asked to provide the Board with an "ideal situation," which is not always included, and maybe Mr. Walker needs to remind them of that. Dr. Frank also suggested asking them to relay a frequently asked question (FAQ) about what they are presenting. There was discussion that addressing an FAQ might take some of the pressure off the presenter, and it was noted that it should be less about presenting achievements than about where they want to be strategically, which is the concern of the Trustees. There was additional discussion about the difference in presenters, the fact that the presentations also serve as professional development for staff as well as Board members, and whether Board members should be asking more strategic questions. Dr. Mancha notices that often Mr. Walker will step in to respond to questions, and Dr. Frank said that is how he coaches and mentors staff who may not be strategic thinkers. Dr. Frank suggested using a team approach to work across departments, and Mr. Walker said there is a digital team at work now.

There was a question whether another meeting was needed. Ms. Baca suggested if another meeting is needed to meet before or after the next Work Session.

Mr. Walker said he will share the minutes with Ms. Baca and use the minutes to winnow this down into an action plan to present at the next Work Session. Dr. Mancha said he would like to see it before presenting it to the Board.

Mr. Stuart observed that chairing this committee is a good task for the Vice President. Mr. Walker asked if the Board wants to formalize that. Dr. Frank suggested that it might be worthwhile to formalize the committees as well. Mr. Stuart said the Vice President needs something to do besides filling in for the President, but he's not sure about formalizing it unless there is a place to include it in the policy.

III. ADJOURNMENT There being no further discussion, the Board Development Committee adjourned at 6:40 p.m.

Respectfully submitted,

Jane Carlsen
Secretary